## Strategy: Strengths, Weaknesses, Trends (SWT) Worksheet



## **Trends**

What are the significant changes in technology, distribution, product innovation, markets, consumer, and social trends around the world that might impact your industry and organization?

## **Strengths/Core Competencies**

What are the inherent strengths of the organization that have been the source of your success?

## Weaknesses

What are the inherent weaknesses of the organization that aren't likely to change?