



SWOT Analysis

A SWOT analysis looks at the internal Strengths and Weaknesses, and the external Opportunities and Threats of the community.

	Helpful	Harmful
Internal	S	W
External	O	T

- Strengths**
What do you do well?
- Weaknesses**
What are your challenges?

- Opportunities**
What could you do better, more of or start?
- Threats**
What are others doing that can cause you harm?



Community Planning Program Toolkit

S - Strengths

W - Weaknesses



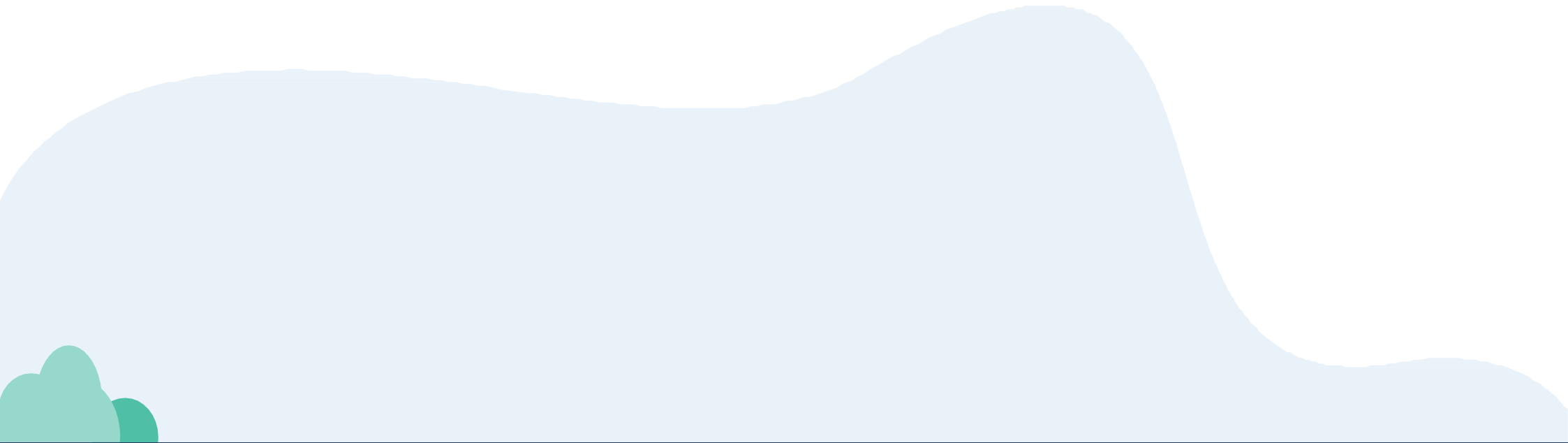
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O – Opportunities

T – Threats



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This document has been developed to assist Community Planning Coordinators to prepare and develop their new community plans.