




Mission Driven Strategic Planning: Where to Begin?
Dr. Erika Mickelburgh & Dr. Maria Hawk
Wednesday April 24, 2019

S.W.O.T. Analysis Exercise

 <p>STRENGTHS <i>What do we do well?</i></p>	 <p>WEAKNESSES <i>Where do we need to improve?</i></p>
 <p>OPPORTUNITIES <i>What are our goals?</i></p>	 <p>THREATS <i>What obstacles do we face?</i></p>



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Are your GOALS realistic?

How can you mitigate the OBSTACLES?