

An overview of the areas in which you excel and those in need of improvement from both internal and external perspectives



Operational & People Goals	STRENGTHS	OPPORTUNITIES
	Build	Invest
Competitive Advantage		
Operational & People Goals	WEAKNESSES	THREATS
	Shore up	Monitor
Growth Goals		
Watch		

INTERNAL

- Board / Executives
- Employees
- Customers
- KPI's

EXTERNAL

- Mega Trends
- Industry
- Market
- Competitors

