



SWOT ANALYSIS WORKSHEET¹

<h2 style="text-align: center;">STRENGTHS</h2> <p style="text-align: center;">Describe what an institution excels at compared to other organizations in a similar field.</p>	<h2 style="text-align: center;">WEAKNESS</h2> <p style="text-align: center;">Stop an institution from performing at its optimum level. They are areas where the institution need to improve to remain sustainable/effective.</p>
<p style="text-align: center; color: #C0504D;">What advantages does your institution have? What do you do better than anyone else?</p> <p style="text-align: center; color: #C0504D;">What unique or lowest-cost resources can you draw upon that others can't?</p> <p style="text-align: center; color: #C0504D;">What do people in military ombuds institutions see as your strengths?</p>	<p style="text-align: center; color: #C0504D;">What could you improve? What should you avoid?</p> <p style="text-align: center; color: #C0504D;">What are people in your field likely to see as weaknesses? What factors encroach on your work?</p>
<h2 style="text-align: center;">OPPORTUNITIES</h2> <p style="text-align: center;">Refers to favorable external factors that could give your institution an advantage.</p>	<h2 style="text-align: center;">THREATS</h2> <p style="text-align: center;">Refers to factors that have the potential to harm your institution.</p>
<p style="text-align: center; color: #C0504D;">What good opportunities can you spot? What interesting trends are you aware of?</p>	<p style="text-align: center; color: #C0504D;">What obstacles do you face? Is changing context threatening your position? Do you have budgetary problem? Could any of your weaknesses seriously threaten your business?</p>

¹ You will find the following table and more information on how to perform SWOT Analysis on the website of the MindTools : *SWOT Analysis ; Discover New Opportunities, Manage and Eliminates Threats.* (Online). MindTools ; Essential skills for an excellent career. September 2019. <https://www.mindtools.com/pages/articles/newTMC_05.htm>