Strengths describe what an organization excels at and what separates it from the competition: a strong brand, loyal fan base, available funds, great social media following, equipment, talented students, etc.

Weaknesses prevent an organization from performing at the top level. They are areas where you need to improve to remain competitive: a weak brand, poor attendance, lack of funds, a small number of students, lack of commitment, etc.

Strengths	Describe, details	Research This

Weaknesses	Describe, details	Research This

Opportunities refer to external factors that could provide a competitive advantage. For example, open spots on the school calendar, a successful season last year, a "big-time" player, a significant donation to your organization, trends you can take advantage of, etc.

Threats refer to factors that have the potential to hurt an organization. Bad weather, construction on the roads or venue, increasing costs for entertainment, another school event at the same time, etc.

Opportunities	Describe, details	Research This

Threats	Describe, details	Research This

The Final Four . . . Questions!

How can our strengths be used to take advantage of our opportunities?

How can strengths be used to defeat threats?

Are there any weaknesses that can be eliminated?

Are there any weaknesses that can be turned into strengths? If so, which ones and how?