

SWOT ANALYSIS

SWOT is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.



INTERNAL

HELPFUL

STRENGTHS

What are your assets? (not equipment) | Which one of those assets is strongest? | What makes you better than similar sections? | Do you have a strong customer base? | What is the unique thing about your section? | How skilled are your technicians? | What things are you praised for? | What are your advantages over other sections?

HARMFUL

WEAKNESSES

What areas do you need improvement in? | What are the things you need to avoid? | What areas do other sections have an advantage on? | Are you lacking in knowledge? | Are your personnel not skilled enough? | Do you have enough resources to start the project?

OPPORTUNITIES

What external changes will bring your opportunities? | What are the current ongoing trends? | Will these trends affect you in a positive manner? | What items can you provide for customers that you aren't already providing?

THREATS

What are negative aspects in your environment/workcenter? | What are the obstacles you are facing in the current mission? | Are you following all published guidelines & directives? | Are your members satisfied with their quality of life? | Are they separating from the AF?

EXTERNAL