

SWOT ANALYSIS

(Strengths, Weaknesses, Opportunities, and Threats)

Project:

Date:

Stakeholders:

Strengths <i>What we can control</i>	Weaknesses <i>What we can control</i>
Opportunities <i>What we cannot control</i>	Threats <i>What we cannot control</i>

Notes for future improvement:

Lohrke, F. T., Mazzei, M. J., & Frownfelter-Lohrke, C. (2022). Should It Stay or Should It Go? Developing an Enhanced SWOT Framework for Teaching Strategy Formulation. Journal of Management Education, 46(2), 345–382.
<https://doi.org/10.1177/10525629211021143>

