SWOT—Lesson compare and contrast organizer

|  | Lesson 1 Title: | Lesson 2 Title: |
| --- | --- | --- |
| Strengths |  |  |
| Weaknesses |  |  |
| Opportunities |  |  |
| Threats |  |  |

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