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| **STRENGTHS** 1. 2. 3. 4. | **WEAKNESSES** 1. 2. 3. 4. |
| **OPPORTUNITIES** 1. 2. 3. 4. | Opportunity-Strength (OS) Strategies Use the strengths to take advantage of opportunities 1. 2. | Opportunity-Weakness (OW) Strategies Overcome weaknesses by taking advantage of opportunities 1. 2. |
| **THREATS** 1. 2. 3. 4. | Threat-Strength (TS) Strategies Use strengths to avoid threats 1. 2. | Threat-Weakness (TW) Strategies Minimize weaknesses and avoid threats 1. 2. |