

TOWS

This allows organizations to derive actionable strategies from the SWOT analysis. Use the graph below to evaluate the relationship between each area of your SWOT chart.

Strengths and Opportunities (SO): How to use internal strengths to maximize external opportunities

Strengths and Threats (ST): How to use internal strengths to minimize external threats

Weaknesses and Opportunities (WO): How to improve internal weaknesses by leveraging external opportunities

Weaknesses and Threats (WT): How to eliminate internal weaknesses and avoid external threats

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	STRENGTHS - OPPORTUNITIES	WEAKNESSES - OPPORTUNITIES
THREATS	STRENGTHS - THREATS	WEAKNESSES - THREATS