

STRENGTHS

- ❖ Prioritize / rank importance
- ❖ Practical application – how can we leverage strengths?

YOUR AGENCY'S STRENGTHS
HOW CAN WE LEVERAGE STRENGTHS?

WEAKNESSES

- ❖ Prioritize / rank importance
- ❖ Practical application – how can we minimize weaknesses?

YOUR AGENCY'S WEAKNESSES

HOW CAN WE MINIMIZE WEAKNESSES?

OPPORTUNITIES

- ❖ Prioritize / rank importance
- ❖ Practical application – how can we exploit opportunities?

YOUR AGENCY'S OPPORTUNITIES
HOW CAN WE EXPLOIT OPPORTUNITIES?

THREATS

- ❖ Prioritize / rank importance
- ❖ Practical application – how can we mitigate threats?

YOUR AGENCY'S OPPORTUNITIES
HOW CAN WE MITIGATE THREATS?