

SWOT Matrix

	Strengths	Weaknesses
Opportunities	<p>S/O Strategies ... To pursue opportunities that utilize our strengths</p>	<p>W/O Strategies ... To overcome our weaknesses and pursue opportunities</p>
Threats	<p>S/T Strategies ... To use our strengths to reduce vulnerabilities</p>	<p>W/T Strategies ... To create defenses that protect our weaknesses</p>