

# SWOT Analysis: Operation Success

**SWOT Analysis** is a strategic planning tool used to evaluate four categories of a specific situation: Strengths and Weaknesses (generally internal factors), Opportunities and Threats (generally external factors).

The SWOT Analysis involves identifying your Ideal Objectives and identifying all the internal and external factors that support and negate your achievement of these Ideal Objectives.

When you choose to perform your SWOT analysis, you begin the process of achieving your Ideal Objectives. Complete each section to begin your journey.

**Ideal Objective:** Identify your ideal objectives (include specific objective to achieve and completion date)

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**Strengths:** Identify your unique attributes that will help you achieve your Ideal Objective

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**Weaknesses:** Identify unique attributes that may negate your journey to achieving your Ideal Objective

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**Opportunities:** Identify what helps you achieve your Ideal Objective

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**Threats:** Identify what may block your ability to achieve your Ideal Objective

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**“Whether you think you can or can’t, either way you are correct.” – Henry Ford**