



Worksheet

TOWS analysis is a useful technique for identifying both the external *threats* and *opportunities* your organization faces, and for understanding your internal *strengths* and *weaknesses*.

By understanding your organization's weaknesses, you can respond appropriately to manage and eliminate threats. Additionally, by understanding your strengths, you can begin crafting a strategy to leverage opportunities and distinguish yourself from other organizations.

Threats	Opportunities
<ul style="list-style-type: none">▪▪▪▪▪	<ul style="list-style-type: none">▪▪▪▪▪
Weaknesses	Strengths
<ul style="list-style-type: none">▪▪▪▪▪	<ul style="list-style-type: none">▪▪▪▪▪