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| * Simple to use * Widely recognised * Adaptable | * Lacks depth * Subjective * Broad |

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| Strengths  What do we do well and have working in our favour? *e.g. Strong fundraising team consistently raising sufficient funds* | Internal | Weaknesses  In what areas is our performance not so good?  *e.g. Unable to fill the vacant Branch Secretary role* |
| Opportunities  What trends or changes in the external environment could we take advantage of?  *e.g. Local hospice planning a new building, opportunity to utilise meeting rooms* | External | Threats  What trends or changes in the external environment could have a negative impact on us? *e.g. Ongoing Covid limitations on group activity* |