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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* |
| OpportunitiesWhat 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 | ThreatsWhat trends or changes in the external environment could have a negative impact on us? *e.g. Ongoing Covid limitations on group activity* |