YOUR UNIT'S NAME: _____

Filled by _____

Your Unit SWOT – Get to Know Your Unit!

BACKGROUND

SWOT is a commonly used tool to identify strengths, weaknesses and drive out the Opportunities and Threats an organization has on the horizon.

Do your unit's SWOT and distinguish yourself by recognizing your unique skills, strengths and talents? And while you're at it, you can plan strategies to manage your **weaknesses and threats** while taking advantage of **any opportunities**!

NOTE: This is not about being modest or overly self-critical. Just answer the questions honestly – and remember to think about it from both your perspective *and* those around you!

STRENGTHS **What does your unit do well? What do you better than others?** **What unique skills and talents does your unit have?** **What do others see as your unit's strengths?** **What are you proud of, like about yourself, enjoy doing?** **Name atleast 5 things, you would do in next Meegat to make best use of you below strengths**	**WEAKNESSES** **What could you do better? What do you avoid?** **Where does your unit have less skill or talent than others?** **What are others likely to see as weaknesses?** **What does your unit need to face up to?** **What Suggestions do you have to reduce, minimise or remove these weaknesses altogether?**
OPPORTUNITIES **What opportunities are out there for you?** **What trends[1] could you take advantage of?** **Which strengths could you turn into opportunities?** **What is going on locally that you could capitalize on?** **List at least 2 opportunities that you can benefit in next 1 year**	**THREATS** **What trends and threats could harm you?** **What is your competition doing?** **What threats does your unit weaknesses expose you to?** **What obstacles does your unit have coming up?** **How can we minimize or eliminate the threats altogether?**