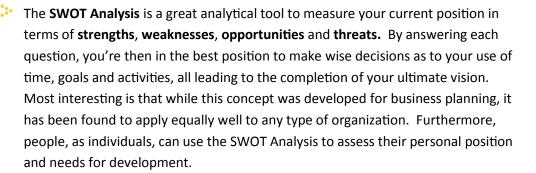


## S.W.O.T. Analysis

The Way of Business 16720 N. Dean Road Nine Mile Falls, WA 99026

Phone: 509.939.4808 E-mail: mike@thewayofbusiness.org

Educating People in God's Way of Doing Business!





Strengths are those things that you do well that are fitting for the job or work that is to be done.

First—Sustain your strengths.

**Second—Monitor** their use to ensure their application.



Weaknesses are subject areas that you must improve upon if you're to survive, regardless of your competition.

**First**— **Educate** all parties involved.

**Second—Go First,** meaning that leadership is the first to be educated.



Opportunities are either skills that require improvement or market opportunities to act upon, knowing that they'll allow you to be more successful when their focus becomes a priority.

First— Set "SMART Goals" and subsequent "Activities that Count."

**Second**— **Delegate** responsibilities to others then **measure** progress.



Threats are elements beyond your control, that either are at hand or looming just ahead. Threats usually refer to those things that the competition does much better than you, due to size, experience, knowledge or power, which threatens your own success.

We're on the web

**First—Minimize** by building a strategy that diminishes the affect of those elements that the competition has that you don't; accentuating your strengths will be your best ammunition.

**Second—Invest** as time and capital allow to become improved in those identified areas that threaten your success.