**STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS**

**STRENGTHS:** *What are the things that we do well?*

*What can we use to capitalize on opportunities and overcome weaknesses and threats?*

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| **Strengths** |
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| **Top 3 Strengths** | **Goal** |
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**WEAKNESSES**: *What can we do better?*

*In what areas do our competitors excel?*

*What things can we address as low hanging fruit?*

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| **Weaknesses** |
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| **Top 3 Weaknesses** | **Goal** |
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**OPPORTUNITIES**: *With weakness and threats, especially in times of a crisis come opportunities.*

*Crisis, like necessity, is the mother of invention.*

*What are the opportunities created by this crisis?*

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| **Opportunities** |
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| **Top 3 Opportunities** | **Goal** |
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**THREATS**: *What do we know and what might we not know?*

*The known knowns are things like; we are in a crisis, pipelines will shrink, commissions will decrease, consumers are pulling back, agents are nervous.*

*Focus on the known unknowns. The things that could happen.*

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| **Threats** |
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| **Top 3 Threats** | **Goal** |
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**Suggestions and comments:**

* While some of this may be obvious, its important to get it in writing. This document is not the HOW, it is identifying the WHAT.
* I suggest adding the ideas from other team players to expand view.
* Once its an inclusive document, it’s a good working session to identify priorities.
* This should be a living and breathing document that is reviewed periodically and updated as situations are evolving quickly.
* You may find that the opportunities are evolving, so some may be implemented, and others move up or OFF the list.
* When the initial document is finalized, look for two things:
  + Low hanging fruit to get done or in process quickly, efficiently, effectively.
  + Find your ‘something big’. That thing that is the Holy Grail of success. This is the long term thing, that may be out of reach until now.
* The bad news is we are in a crisis, the good news is that crisis drive change whether we, or others want to change.