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## SWOT DETAIL

### Strengths

Strengths are the unique and important internal competencies or attributes of the group that if properly applied will help the group to accomplish its mission and create value for the association. **What do you see as the key strengths of the group?**

- a.
- b.
- c.

### Weaknesses

Weaknesses are important internal factors or attributes that will tend to prevent the practice from achieving its mission unless overcome by organizational improvements. **What do you see as the key weaknesses of the practice?**

- a.
- b.
- c.

### Opportunities

Opportunities are environment conditions or dynamics in the healthcare market which are external to the practice that if properly approached will help the practice to achieve its mission. **What do you see as key opportunities for the practice during the next three years?**

- a.
- b.
- c.



## Threats

Threats are environment conditions or dynamics in healthcare external to the practice that unless addressed will prevent the practice from accomplishing its mission. **What do you see as key threats to the practice during the next three years?**

- a.
- b.
- c.

## KEY CONTACT

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