**Step 2: Strengths, Weaknesses, Opportunities, and Threats (SWOT)**

Work with the program team to fill in the boxes below. This worksheet will inform slides 6 to 7 of the presentation template.

Using this table and the information gathered in step 1, complete each box below from both external and internal perspectives. Discuss these descriptions to ensure a realistic perspective.

*STRENGTHS:*

*WEAKNESSES:*

*OPPORTUNITIES:*

*THREATS:*

**Congratulations, you have completed step 2. Please enter these data into slides 6 to 7 on the presentation template.**

Note: This worksheet is a supplement to the NOAA Office for Coastal Management publication: Preparing to Write Your Strategic Plan. To download the workbook, go to [www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf](http://www.coast.noaa.gov/publications/StrategicPlanningWorkbook.pdf)