

# S.W.O.T. PROFILE

(Strengths, Weaknesses, Opportunities, Threats)

	ASK	ASK	
<b>Strengths<sup>1</sup></b>	<p>What advantages as an agency do you have?</p> <p>What does your agency do well?</p> <p>What relevant resources do you have?</p> <p>When other agencies look at you, what do they see as your strengths?</p>	<p>What does your agency do that is not being done as well as it could be?</p> <p>What areas of your process needs more attention?</p> <p>What should be avoided?</p> <p>In what areas do you have fewer resources than others?</p> <p>When other agencies look at you, what do they see as weaknesses in your process?</p>	<b>Weaknesses<sup>3</sup></b>
<b>Opportunities<sup>2</sup></b>	<p>In what areas do you see room for improvement in your agency's process?</p> <p>What type of change or trend can you foresee that your agency could take advantage of, for instance:</p> <ul style="list-style-type: none"> <li>Changes in technology or reporting requirements,</li> <li>Policy or statute changes that would benefit your agency,</li> <li>Changes in social patterns, population profiles, lifestyle changes, or local events.</li> </ul>	<p>What obstacles exist that would keep your agency from achieving its goals and objectives?</p> <p>What are similar agencies doing with respect to... facing similar threats?</p> <p>activities that threaten you?</p> <p>What internal or external changes aer happening that would threaten your agency?</p> <p>Could any weakness seriously threaten the implementation of this Internal Control plan and/or on-going operations?</p>	<b>Threats<sup>4</sup></b>

<b>Strengths<sup>1</sup></b>	<p>Competence in an agency that allows it to excel in specific areas.</p>	<p>An area of performance where the agency lacks proficiency, expertise, or could stand improvement to avoid a potential risk from becoming a real risk.</p>	<b>Weaknesses<sup>3</sup></b>
<b>Opportunities<sup>2</sup></b>	<p>A favorable situation presented in the form of a positive trend, change, or overlooked or unused process that an agency can utilize to enhance performance or reduce or outweigh risk.</p>	<p>Anything that potentially prohibits an agency from achieving its goals and objectives or not complying to its mission statement.</p>	<b>Threats<sup>4</sup></b>