

What advantages does your organization have?

What do you do better than anyone else?

What unique resources do you have access to?

What do people in your field see as your strengths?

What factors are helping you succeed?

Why are others helping you?

Strengths

Opportunities

Where are the good opportunities facing you?

What partnerships might you develop?

What new funding opportunities might you pursue?

What are the interesting trends you are aware of?
- Changes in technology
- Changes in government policy related to your field
-- Changes in social patterns, population profiles, lifestyle changes, etc.

How will you build on and expand your strengths?

What improvements do you want to see?

What will the organization look like in 3-5 years?

What capacities will the organization have?

How do you want others to perceive your organization?

What new things do you want to consider?

Aspirations

Results

What difference will be made by the organization?

What does success look like?

What measures of success will be most important?

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