

# SWOT TACTICS

	Strengths	Weaknesses
Opportunities	S-O tactic: Can you use your existing strengths to take advantage of the opportunities?	W-O tactic: Can you work on your weaknesses to stop you from missing out on opportunities?
Threats	S-T tactic: Can you use your existing strengths to reduce the likelihood and impact of the threats?	W-T tactic: Can you work on your weaknesses to prevent threats from occurring?