

SWOT ANALYSIS



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During the Council of Governors (COG) meeting in Amarillo, PDG Mark Roth gave my Council of Second Vice District Governors an assignment to conduct a SWOT analysis of our districts.

SWOT analysis is a well-known method for evaluating many types of organizations. SWOT is an acronym for Strengths, Weaknesses, Opportunities, and Threats.

https://en.wikipedia.org/wiki/SWOT_analysis

It can be a simple and effective way to put our heads together about District 2-T3. I encourage you to complete the chart below, and then send it back to me at <mailto:fheslin1@nwol.net>

I will compile the results, and then report and refine them at the upcoming Mid-Winter Conference and District Convention. Thank you in advance for your help.

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SWOT ANALYSIS

Internal		External	
Strengths	Weaknesses	Opportunities	Threats