

# SWOT Analysis Through a True Colors Lens

Apply what you know about True Colors to this office/departmental assessment activity by considering the four SWOT quadrants through your most and least dominant color perspectives. List one or more specific observation for both your most and least dominant True Color perspective for all four major quadrants. Consider how all color perspectives can contribute to both the positive and negative sides of the page.

		Positive	Negative
Internal	<b><u>STRENGTHS</u></b>	<p>What do we do well?            What unique resources can we draw on?            What do others see as our strengths?</p>	<p><b><u>WEAKNESSES</u></b></p> <p>What could we improve?            Where do we have fewer resources than others?            What are others likely to see as weaknesses?</p>
	External	<p><b><u>OPPORTUNITIES</u></b></p> <p>What opportunities are open to us?            What trends could we take advantage of?            How can we turn your strengths into opportunities?</p>	<p><b><u>THREATS</u></b></p> <p>What threats could harm us?            What is our "competition" doing?            What threats do our weaknesses expose us to?</p>