

## Strengths, Weaknesses, Opportunities, and Threats

### Sauk County Government Operations

#### *Strategic Planning Step 4: Assessing the Environment to Identify Strengths, Weaknesses, Opportunities and Threats*

**Purpose of the step:** Internal strengths and weaknesses of the organization are identified, along with the organization's external opportunities and threats. The analysis of these four elements, known by the acronym SWOT, is very useful in clarifying the conditions within which an organization operates. A SWOT analysis provides valuable clues about probable strategies, since every strategy builds on strengths and takes advantage of opportunities, while it overcomes or minimizes the effects of weaknesses and threats.

#### **Instructions:**

Take some time to think about internal strengths and weaknesses, as well as external opportunities and threats as they relate to government operations in Sauk County. Definitions and examples are included for your reference. Please record your ideas in each category.

**Strengths:** Strengths are internal resources or capabilities that help Sauk County to accomplish its mission or mandates (for example: adequate resources, leadership, personnel, etc.)

- 1.
- 2.
- 3.
- 4.
- 5.

**Weaknesses:** Weaknesses are internal deficiencies in resources and capabilities that hinder Sauk County's ability to accomplish its mission or mandates (for example: lack of resources, lack of a clear vision or plan, poor communication, etc.)

- 1.
- 2.
- 3.
- 4.
- 5.

**Opportunities:** Opportunities are outside factors or situations that affect Sauk County governmental operations in a favorable way (for example: political support, public support, grant funding, etc.)

1.

2.

3.

4.

5.

**Threats:** Threats are outside factors or situations that affect government operations in Sauk County in a negative way (for example: loss of grant funding, lack of public or political support, new mandates, etc.)

1.

2.

3.

4.

5.