GLOBAL ALLERGY & AIRWAYS PATIENT PLATFORM

SWOT ANALYSIS

This strategic planning resource can help you and your colleagues to identify resources you can leverage, gaps in your approach, and priorities for the future. Fill in the following sections about your team or organization:

STRENGTHS	WEAKNESSES
What does your organization do well? What are your best resources?	*What does your organization not do as well? Where do you lack resources?*
OPPORTUNITIES	**THREATS**
How can your organization fill a need? What resources can you leverage?	*What external threats does your company face (e.g., competitors, changes in your field)?*

ADAPTED FROM LAUNCH SOCIETY