

# Strengths

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# Opportunities

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# Weaknesses

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# Threats

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Clients	<p>Objective:</p> <p>_____</p> <p>_____</p>	<p>Measure: _____</p> <p>Measure: _____</p> <p>Measure: _____</p>	Who:	<p>Milestones:</p> <p>_____</p> <p>_____</p> <p>_____</p>
Services	<p>Objective:</p> <p>_____</p> <p>_____</p>	<p>Measure: _____</p> <p>Measure: _____</p> <p>Measure: _____</p>	Who:	<p>Milestones:</p> <p>_____</p> <p>_____</p> <p>_____</p>
Processes	<p>Objective:</p> <p>_____</p> <p>_____</p>	<p>Measure: _____</p> <p>Measure: _____</p> <p>Measure: _____</p>	Who:	<p>Milestones:</p> <p>_____</p> <p>_____</p> <p>_____</p>
People	<p>Objective:</p> <p>_____</p> <p>_____</p>	<p>Measure: _____</p> <p>Measure: _____</p> <p>Measure: _____</p>	Who:	<p>Milestones:</p> <p>_____</p> <p>_____</p> <p>_____</p>
Financial	<p>Objective:</p> <p>_____</p> <p>_____</p>	<p>Measure: _____</p> <p>Measure: _____</p> <p>Measure: _____</p>	Who:	<p>Milestones:</p> <p>_____</p> <p>_____</p> <p>_____</p>



## References

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