

Strengths

Weaknesses

Opportunities

Threats

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

TREND

RESPONSE

NEW MARKET?

NEXT STEP?
