**Area Team SWOT Analysis**

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| **SWOT** | **Strengths**  What are your strengths as an area team? | **Weaknesses**  What are some of the critical issues facing your area team right now? | **Opportunities**  Where do you see opportunities to develop your area team? | **Threats**  Looking into the future, what worries you the most? |
| **PRIORITIES** | Which strength is a priority to continue to develop? | Which weakness is a priority to address? | Which opportunity is priority to develop? | Which threat is a priority to address? |
| **RESOURCES** | What resources are needed to continue development of this strength? | What resources are needed to address this weakness? | What resources are needed to implement this opportunity? | What resources are needed to address this threat? |
| **TIMING** | What is the optimal timing for this action to develop or maintain this strength? | What is the optimal timing for addressing this weakness? | What is the optimal timing for implementing this opportunity? | What is the optimal timing for addressing this threat? |
| **ACTION** | What action will you take to maintain this strength? | What action will you take to address this weakness? | What action will you take to implement this opportunity? | What action will you take to address this threat? |