

NONPROFIT MANAGEMENT CERTIFICATE COURSE

Center for Community Research & Service
College of Human Services, Education, and Public Policy
University of Delaware

Organizational Assessment and Planning

CLASSIFYING STRATEGIC ISSUES USING SWOT ANALYSIS: MAPPING INTERACTIONS

Interaction of Internal and External Factors		
	<i>External Factors</i>	
<i>Internal Factors</i>	Opportunities	Threats
Strengths		
Weaknesses		

Adapted from: Bryson, 1988 and Kearns, 1992.