SWOT ANALYSIS for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Example ideas to consider | STRENGTHS | WEAKNESSES | Example ideas to consider |
| * Channels * Leaders * Culture/Values * Previous work done well |  |  | * Channels * Leaders * Culture/Values * Timing |
| Example ideas to consider | **OPPORTUNITIES** | **THREATS** | Example ideas to consider |
| * Add’l or better channels * Focus groups * Stakeholders * Seed ahead of time * Learn from past mistakes |  |  | * Media * Leaked emails * Social media * Employees tweeting * Activist shareholders * Counterproductive policies * Ethical boundaries/gaps * Social/environmental responsibility gaps |

ADDITIONAL NOTES: