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
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ADDITIONAL NOTES: