**Optional Planning Worksheet: TOWS Analysis**

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|  | **Opportunities (External)** | **Threats (External)** |
| **Strengths (Internal)** | ***Strategies:*** *How can you leverage your strengths to take advantage of your opportunities?* | ***Strategies:*** *How can you use your strengths to minimize the threats?* |
| **Weaknesses (Internal)** | ***Strategies:*** *What can you do to minimize your weaknesses so they won’t stand in the way of your opportunities?* | ***Strategies:*** *What can you do to ensure your weaknesses don’t prevent you from dealing with the threats? This is a critical point – how can you fix these weaknesses?* |