



Eagle SWOT

Choose no more than three items in each area. Clarity improves when everything cannot be a priority.

STRENGTHS

What should we protect and leverage?

WEAKNESSES

What is preventing us from becoming the organization we want to become?

OPPORTUNITIES

What should we pursue in the next 90 days?

THREATS

What could derail us if we ignore it?

Create clarity. Make one decision. Take the next confident step.



SO WHAT?

A SWOT is useful only when it changes what happens next.

ONE DECISION WE WILL MAKE TODAY

FIRST ACTION

OWNER

DUE DATE / FOLLOW-UP

SUCCESS MEASURE

Leadership should energize people, not exhaust them.