THE TOWS ANALYSIS (BUILDING ON THE SWOT ANALYSIS)

TOWS	**Strengths** (INTERNAL)	**Weaknesses** (INTERNAL)
Opportunities (EXTERNAL)	**S/O** STRENGTHS/ OPPORTUNITIES What **strengths** can you use to capitalize on your **opportunities**?	**W/P** WEAKNESSES/ OPPORTUNITIES What **weaknesses** must be mitigated to capitalize on your **opportunities**?
Threats (EXTERNAL)	**S/T** STRENGTHS/ THREATS What **strengths** can you use to better handle your **threats**?	**W/T** WEAKNESSES/ THREATS What **weaknesses** can be used by your external **threats**?

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