S.W.O.T. ANALYSIS

	STRENGTHS OF ORGANISATION	WEAKNESSES OF ORGANISATION	OPPORTUNITIES	THREATS TO OUR PLAN	TRENDS TO WATCH
1					
2					
3					
4					
5					

PURPOSE (WHY)	TARGETS (WHERE) 3 YEARS	GOALS (WHAT) 1 YEAR	QUARTER	CORE VALUES/BELIEFS FOREVER	CURRENT
BHAG - BIG HAIRY AUDACIOUS GOAL	FUTURE DATE	YEAR ENDING	QUARTER ENDING		TURNOVER
	TURNOVER	TURNOVER	TURNOVER		
DATE THIS WILL BE ACHIEVED BY	NET PROFIT	NET PROFIT	NET PROFIT		PROFIT
KEY FOCUS IN YEARS	GEOGRAPHY OF OUR MARKET PLACE	CHANGES MADE	CHANGES MADE		
1	1	1	1		
2	2	2	2		
3	3	3	3		
4	4	4	FOCUS, FOCUS, FOCUS 3 PROJECTS FOR THE QUARTER MAXIMUM		
5	5	5			

KEY FOCUS AREAS FOR NEXT 36M

KEY FOCUS AREAS FOR NEXT 12M

KEY FOCUS FOR NEXT QUARTER

THIS DOCUMENT SHOULD BE UPDATED EVERY QUARTER. TRY NOT TO CHANGE THE DATE OF YOUR BHAG.

360MENTOR