

Wk 2 – Apply: SWOT Analysis

### Name:

### Selected Organization:

***Complete*** *a SWOT analysis from a global perspective, if applicable.*

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
| **Opportunities** | **Threats** |
|  |  |

## Analysis

***Summarize*** *your findings from the SWOT analysis for the CEO of the organization you chose.* ***Address*** *the following in your 2- to 3-page summary:*

* *How would you match the organization’s strengths to its opportunities?*
* *How would you convert the organization’s weaknesses into strengths?*
* *What recommendations do you have to mitigate the impact of the threats?*
* *What action(s) does the organization need to take to advance their organization goals and/or expand their competitive advantage?*
* *Why does the organization need to take this/these action(s)?*

## Citations

***Access****the Reference & Citation Generator for citation assistance.*