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## TRENDS

- What current & emerging trends/directions are taking hold in your sector of work & in general? Think locally, nationally & internationally.
- How might they impact your organization?



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## OPPORTUNITIES

- What potential opportunities might align with trends?
- What other opportunities exist for the organization?
- How might existing or new partnerships give rise to opportunities?



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## ASSETS

- What useful resources (people, relationships, processes, places & things) does the organization have, or have access to, that it can capitalize on?



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## STRENGTHS

- What aspects of the organization make it strong? What is your competitive edge?



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## TAKE NOTE OF

- What current or emerging factors or circumstances, internal & external to the organization, require consideration & can't be overlooked when planning for the future?

