

## SWOT Analysis Template

Updated: February 2023

The SWOT Analysis Template is a model for how a SWOT analysis can be done for a library. It includes space to record the strengths, weaknesses, opportunities, and threats that a library is experiencing.

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|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strengths (Internal)</b> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>     | <b>Weaknesses (Internal)</b> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> |
| <b>Opportunities (External)</b> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul> | <b>Threats (External)</b> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>    |