

Pre-Planning Session SWOT Analysis

PURPOSE

The purpose of this survey is to collect information to inform the *Regional Economic Development Strategic Information Gathering Workshop* of September 14, 2015. The survey includes a Strengths, Weaknesses, Opportunities, and Threats (S.W.O.T.) assessment as well as identification of key issues.

For this survey, "the region" includes the 10 counties in the Momentum West Region: Barron, Chippewa, Clark, Dunn, Eau Claire, Peppin, Pierce, Polk, Rusk, and St. Croix.

STRENGTHS

Strengths are internal resources or capabilities that help an organization or group of people accomplish its mission. (Examples include adequate resources, strong leadership, good teamwork, trust, creative environment, well-connected leaders, etc.). In the space below, describe or list the Region's **internal strengths**.

WEAKNESSES

Weaknesses are internal deficiencies in resources and capabilities that hinder an organization or group of people from accomplishing its mission. (Example areas include participation concerns, problematic group relationships, unclear mission, inadequate resources, etc.). In the space below, describe or list the Region's **internal weaknesses**.

OPPORTUNITIES

Opportunities are outside factors that exist that could be taken advantage of or hoped-for situations that could be created. (These may be potential political support, advantageous demographic projections, positive technological trends, desired community characteristics, opportunities for partnerships, desired new initiatives, vision ideas about what a “successful or ideal” *Region* could look like, etc.). In the space below, describe or list the Region's **external opportunities**.

THREATS

Threats are outside factors that can negatively affect an organization or group of people. (These may be negative political trends, declining economic conditions, changing demographics, technological challenges, changing conditions, or concerns about competitive forces, etc.). In the space below, describe or list the Region's **external threats & concerns**.

A **strategic issue** is a critical challenge that is or may prevent an organization or group of people from successfully fulfilling their mission or achieving their goals. For the purpose of this survey, a strategic issue is something that is impacting the region that needs to be addressed, that if not addressed, will have definite consequences regarding the workforce and economic development in the region.

From the above, identify and describe the 3 most important **strategic issues** facing the region.

Issue 1	<input type="text"/>
Issue 2	<input type="text"/>
Issue 3	<input type="text"/>