# SWOT Matrix

Once your SWOT is created, use this matrix to create strategies taking into account the strengths, weaknesses, opportunities, and threats identified.

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| --- | --- | --- |
|  | **Strengths** | **Weaknesses** |
| **Opportunities** | S-O Strategies | W-O Strategies |
| **Threats** | S-T Strategies | W-T Strategies |

**Strengths-Opportunities Strategies:**

To pursue opportunities that are a good fit to the organization’s strengths.

**Weaknesses- Opportunities Strategies:**

To overcome own weaknesses to make use of existing opportunities.

**Strengths -Threats Strategies:**

To identify ways to use your strengths to mitigate risks.

**Weaknesses -Threats Strategies:**

To establish a defensive plan to prevent own weaknesses from external threats.