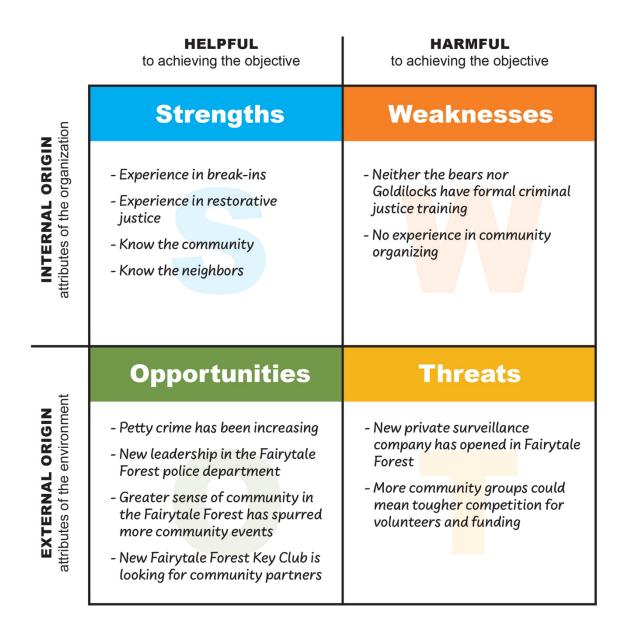
A SWOT analysis is a great tool to evaluate an organization, a project or even a community. This tool helps groups organize their thoughts about starting a new initiative or working to change their existing organization or projects. A SWOT analysis examines both internal and external factors. Strengths and weakness are internally focused; opportunities and threats are externally focused. See the example below.

PROJECT:

Goldilocks and the three bears are considering a new community enterprise: They want to start a new community watch program. Here is their SWOT analysis:



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