

TABLE 1

S Strengths	W Weaknesses	O Opportunities	T Threats
<ul style="list-style-type: none">• Things your practice does well• Qualities that separate you from your competitors• Tangible assets• Internal resources	<ul style="list-style-type: none">• Things your practice lacks• Things competitors do better than you• Resource limitations• Unclear value proposition	<ul style="list-style-type: none">• Underserved markets• Limited competition• Emerging pockets of new demand• Investments to fuel growth• Mergers and acquisitions• Establish credibility and “best-in-breed” perception	<ul style="list-style-type: none">• Emerging competitors• Regulatory environment• Changing customer demands• Market environment• Negative external perception