

## SWOT Analysis Example – Reference Guides

| Internal | Strengths   | Weaknesses  |
|----------|---|---|
|          | <ul style="list-style-type: none"><li>• Reference Guides has a productive team.</li><li>• The site has over 100 articles.</li><li>• The Reference Guides Team is interdisciplinary, so they can share a wide variety of articles with their respective teams.</li></ul> | <ul style="list-style-type: none"><li>• The Reference Guides Team forgets to mention Reference Guides to other Corps members.</li></ul>   |
| External | Opportunities   | Threats   |
|          | <ul style="list-style-type: none"><li>• Corps members enjoy competitive games.</li><li>• Corps members need more resources because of remote work.</li></ul>  | <ul style="list-style-type: none"><li>• Corps members may refer to Google or to their team training instead of Reference Guides.</li><li>• Corps members are busy and may forget to look at Reference Guides.</li></ul> |