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| **TITLE SWOT ANALYSIS OF** | |
| **Strengths**   * What is unique about your service setting? * What does the team or organisation offer/do really well? * What is the team/organisation’s areas of particular expertise? * What do others regard as the team/organisation’s strengths? | **Weaknesses**   * What could be improved on? * What are the things the team/organisation are not so confident about? * When visiting the service, what are the things whanau/families may perceive as weaknesses or inadequate? |
| **Opportunities**   * What do whanau/families need in your area? * Is there anything happening (or on the horizon) in the local community that presents an opportunity? * Are there any changes ahead you need to bear in mind? | **Threats**   * What are the main challenges the team/organisation faces? * Who are your main competitors, and what are they doing? * What are the things that are holding you back? |