

Short term GOALS

Specific	Measurable	Attainable	Realistic	Time
1				
2				
3				
4				
5				

Long term GOALS

Specific	Measurable	Attainable	Realistic	Time
1				
2				
3				
4				
5				

SWOT Matrix

	HELPFUL (for your objective)	HARMFUL (for your objective)
INTERNAL (within organisation)	Strengths • — • — • — • — • — • — • — S	Weaknesses • — • — • — • — • — • — • — W
EXTERNAL (outside organisation)	Opportunities • — • — • — • — • — • — • — O	Threats • — • — • — • — • — • — • — T