	lext					
	Short term GOALS					
	Specific	Measurable	Attainable	Realistic	Time	
1	-					
2						
3						
4						
7						
5						
	Long term GOALS					
	Specific	Measurable	Attainable	Realistic	Time	
1						
2						
3						
3						
4						
5						

SWOT Matrix

	HELPFUL (for your objective)	HARMFUL (for your objective)
INTERNAL (within organisation)	Strengths · · · · · ·	Weaknesses
EXTERNAL (outside ordanisation)	Opportunities	Threats : — : — : — : —