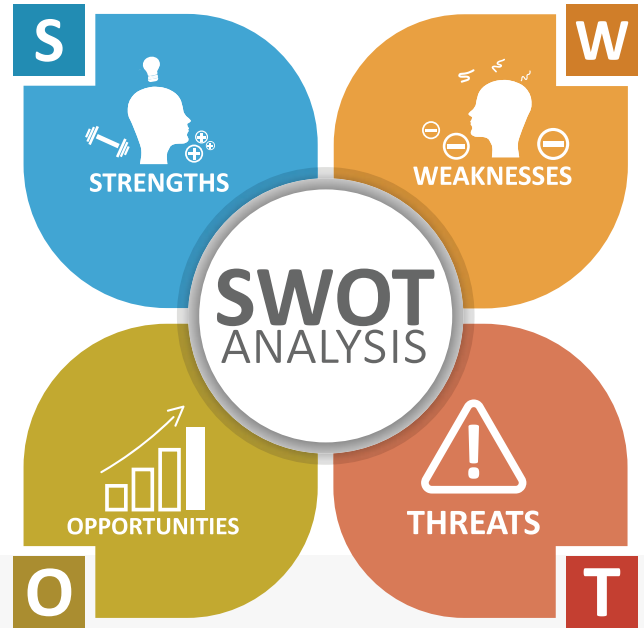




**ACTIVITIESSTRONG**  
VIRTUAL WINTER GATHERING

## TAKE THE NEW YEAR'S SWOT CHALLENGE!

**Who doesn't love a little challenge?** #ActivitiesStrong wants you to harness 2021 and help you improve resident engagement by helping you do a SWOT analysis. Let's figure out where you want your department to be a year from now and how are you going to get there!



### What does a SWOT do?

- It aids in strategic planning & goal setting
- It helps to identify strengths, weaknesses, opportunities, and threats
- It helps specify goals and objectives
- It builds cohesive vision within a team

### How do I participate??

- Print this pdf and complete the questions on the back during your next team meeting
- **Email answers to [swot@inkedsenior.com](mailto:swot@inkedsenior.com) by Dec 31, 2020 and get a FREE gift** - don't forget to include your address!
- Now use your SWOT to develop your New Year's resolution goals

### What can I win???

Participants will receive Old People Are Cool and/or #ActivitiesStrong swag:

- Participation prize (1 item) for sending us your SWOT card, we'll send you a face mask
- We'll check in with you in April to see if you've implemented your New Year's SWOT Resolution. If you have, we'll send swag for your whole team! (limit 10 people)



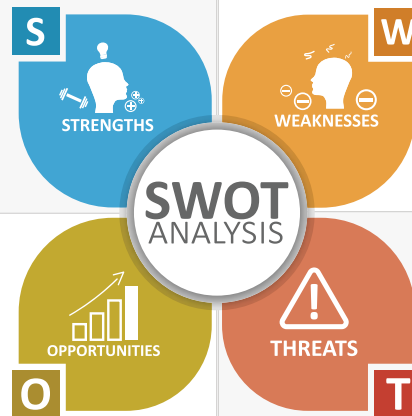


## STRENGTHS

- What do we do best?
- What unique knowledge, talent, or resources do we have?
- What advantages do we have?
- What do other people say we do well?
- What resources do we have available?
- What is our greatest achievement?

## WEAKNESSES

- What could we improve?
- What knowledge, talent, skills and/or resources are we lacking?
- What disadvantages do we have?
- What do other people say we don't do well?
- In what areas do we need more training?
- What customer complaints have we had about our service?



- How can we turn our strengths into opportunities?
- How can we turn our weaknesses into opportunities?
- Is there a need in our agency that no one is meeting?
- What could we do today that isn't being done?
- How is our field changing? How can we take advantage of it?
- Who could we support? How could we support them?

- What obstacles do we face?
- Could any of our weaknesses prevent us from meeting our goals?
- Who and/or what might cause us problems in the future? How?
- Are there any standards, policies, and/or legislation changing that might negatively impact us?
- Are we competing with others to provide service?
- Are there changes in our field or in technology that could threaten our success?

## OPPORTUNITIES

## THREATS

**WHAT IS YOUR DEPARTMENT'S 2021 RESOLUTION?**

