

## Strategy - Exercise

- Evaluate your organizational goals using the SMART guideline

Goals	Specific	Measurable	Achoevable	Relevant	Time-bound

- Use the table below to carry out a SWOT analysis for your new organization or already established organization.

Strengths	Weaknesses	Opportunities	Threats

Use the following marking points to evaluate yourself.

- Are your goals really SMART?
- Are you honest with your answers to your SWOT analysis?
- Have you exhausted all the points?
- Did you include other team members?