TOWS Matrix

From SWOT to strategy. Match outside and inside, then choose your options.

Topic _____
Team _____
Date _____

Inside →
Outside ↓

1. List O, T, S, W
2. Match them
3. Choose options

Strengths (S)

What do we do well? What do we have that others lack?

Weaknesses (W)

What holds us back? Where are we slow or thin?

Opportunities (O)

What changes outside could help us?

SO · Use strengths to seize opportunities

Grow: where do our strengths meet a real opportunity?

WO · Use opportunities to fix weaknesses

Improve: which opportunity helps us close a gap?

Threats (T)

What changes outside could hurt us?

ST · Use strengths to counter threats

Defend: how do our strengths protect us?

WT · Reduce weaknesses, avoid threats

Protect: what must we stop, fix or avoid?

Fill in O, T, S and W first. Then match them and pick one next step per quadrant.

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