



## **TOWS Strategic Alternatives Worksheet**

- For instructions on TOWS Analysis, visit <u>www.mindtools.com/rs/TOWS</u>.
- For more business leadership skills visit <u>www.mindtools.com/rpages/HowtoLead.htm</u>.

	External Opportunities (O)	External Threats (T)
	1. 2. 3. 4.	1. 2. 3. 4.
Internal Strengths (S)		
1.	00	СТ
2.	50	
3. 4.		
т. 		
	Maxi-Maxi Strategy	Maxi-Mini Strategy
Internal Weaknesses (W)		
1.		
2.		
3.		
4.		
	Mini-Maxi Strategy	Mini-Mini Strategy

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