

TOWS Strategic Alternatives Worksheet

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

| | External Opportunities (O) | External Threats (T) |
|------------------------------------------------------------|-------------------------------------|-------------------------------------|
| | 1. 2. 3. 4. | 1. 2. 3. 4. |
| Internal Strengths (S) 1. 2. 3. 4. | <p>SO</p> <p>Maxi-Maxi Strategy</p> | <p>ST</p> <p>Maxi-Mini Strategy</p> |
| Internal Weaknesses (W) 1. 2. 3. 4. | <p>WO</p> <p>Mini-Maxi Strategy</p> | <p>WT</p> <p>Mini-Mini Strategy</p> |

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