

	STRENGTH	WEAKNESS
external	<ul style="list-style-type: none"> • What are my strengths? • What do I do well? • What resources do I have access to? • What do my voters like about me? 	<ul style="list-style-type: none"> • In which areas do I need to improve (politically and/or personally)? • What do my voters not like about me? • What topics should I avoid talking about?
	OPPORTUNITY	THREAT
internal	<ul style="list-style-type: none"> • Are there trends, movements, and issues that create spontaneous advantages? • Is there any political, social, or economic context that offers opportunities for me to talk about the causes I stand for? • Are there coalitions I could get involved in? 	<ul style="list-style-type: none"> • What are my possible obstacles/roadblocks? • What are my opponents doing well? • Is there any weakness that my opponents could use against me?

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internal		