Conduct a SWOT Analysis

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**Step 1: Do a SWOT Analysis**

Internal - Evaluate your team. External – What are some opportunities this season (opponents best players graduated)? What are some threats (new coach, new young talent in opponents’ program)?

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| --- | --- |
| **Internal** | |
| **Strength** | **Weakness** |
| **External** | |
| **Opportunities** | **Threats** |

What did you learn from your SWOT analysis?

**Step 2: Evaluate Top Opponents**

Potential Opponent\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Date of Match \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strengths:

Weaknesses:

Game Plan:

**Potential Opponent**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Date of Match \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strengths:

Weaknesses:

Game Plan:

**Potential Opponent**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Date of Match \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strengths:

Weaknesses:

Game Plan: