

To help you understand this concept, here is an example of a high-level SWOT analysis for TOPS:

Strengths	Weaknesses	Opportunities	Threats
Nonprofit organization	Decreasing membership	Low membership fees during this recession	Other weight-loss organizations that aggressively market their programs
More than 60 years of experience	Website could be enhanced for online members	Partnering with wellness experts	The economy
Partnering with medical organizations provides validation of benefits of programs	Website could be enhanced for leaders	Conducting workshops	Staff training and retention issues
Support oriented	Strategy could be revisited and enhanced	The obesity epidemic is receiving a lot of press	
Robust reward and recognition system for members		Technology makes tracking member activity easier	

Your Assignment: Please review SWOT analysis and, based on your experiences, provide additional strengths, weaknesses, opportunities and threats. Consider TOPS at an organizational level and also consider your role as a leader.

