Missing a piece of your strategic puzzle? These planning models are sure to help. Strengths and weaknesses are considered internal factors, and opportunities and threats are considered external factors. Below is an example SWOT analysis from the Queensland, Australia, government: Using a SWOT analysis helps an organization identify where they’re doing well and in what areas they can improve. If you’re interested in reading more, this Business News Daily article offers some additional details about each area of the SWOT analysis and what to look for when you create one. The Hoshin Planning approach aligns your strategic goals with your projects and tasks to ensure that efforts are coordinated.