



	POSITIVES	NEGATIVES
<p>EXTERNAL</p> <p>Future trends - in your field or the culture</p> <p>The economy</p> <p>Funding sources (foundations, donors, legislatures)</p> <p>Demographics</p> <p>The physical environment</p> <p>Legislation</p> <p>Local, national or international events</p>	<p>Opportunities</p> <p>What possibilities exist to support or help your effort-- in the environment, the people you serve, or the people who conduct your work?</p> <p>What local, national or international trends draw interest to your program?</p> <p>Is a social change or demographic pattern favorable to your goal?</p> <p>Is a new funding source available?</p> <p>Have changes in policies made something easier?</p> <p>Do changes in technology hold new promise?</p>	<p>Challenges</p> <p>What obstacles do you face that hinder the effort-in the environment, the people you serve, or the people who conduct your work?</p> <p>What local, national or international trends favor interest in other or competing programs?</p> <p>Is a social change or demographic pattern harmful to your goal?</p> <p>Is the financial situation of a major funder changing?</p> <p>Have changes in policies made something more difficult?</p> <p>Is changing technology threatening your effectiveness?</p>