

TOWS Strategic Alternatives Worksheet

- For instructions on TOWS Analysis, visit www.mindtools.com/rs/TOWS.

	External Opportunities (O)	External Threats (T)
	1. 2. 3. 4.	1. 2. 3. 4.
Internal Strengths (S)	<div style="font-size: 48px; font-weight: bold;">SO</div> <p>Maxi-Maxi Strategy</p>	<div style="font-size: 48px; font-weight: bold;">ST</div> <p>Maxi-Mini Strategy</p>
Internal Weaknesses (W)	<div style="font-size: 48px; font-weight: bold;">WO</div> <p>Mini-Maxi Strategy</p>	<div style="font-size: 48px; font-weight: bold;">WT</div> <p>Mini-Mini Strategy</p>