

Balanced Goals

State your Mission Statement

Run a SWOT analysis

Strengths	Weaknesses
<i>How do these support our mission?</i>	<i>Do these make it hard to reach our mission?</i>
Opportunities	Threats
<i>Are these in line with our mission?</i>	<i>What is the risk to furthering our mission?</i>

Use this information make sure your goals:

- Use all your strengths
- Balance out your weaknesses
- Explore the opportunities
- Mitigate against threats