

SWOT Worksheets

1. When you think of the City of Marshalltown, what do you believe are its greatest **strengths**? These are assets or characteristics that you like, are proud of, that enhance the community.

2. What characteristics or aspects of the City that you believe to be **weaknesses**? These are things about City that you don't like, should be corrected, or that detract from the community.

3. What do you see as **opportunities** available to Marshalltown in the future? These are good things that could happen but haven't yet.

4. What do you perceive as **threats** to a successful future for the City of Marshalltown? These are bad things that could happen but haven't yet.
