

# TOWS Strategic Alternatives Worksheet

- For instructions on TOWS Analysis, visit [www.mindtools.com/rs/TOWS](http://www.mindtools.com/rs/TOWS).

	External Opportunities (O)	External Threats (T)	
	1. 2. 3. 4.	1. 2. 3. 4.	
Internal Strengths (S)	1. 2. 3. 4.	<div style="text-align: center;"> <h1>SO</h1> <p>Maxi-Maxi Strategy</p> </div>	<div style="text-align: center;"> <h1>ST</h1> <p>Maxi-Mini Strategy</p> </div>
Internal Weaknesses (W)	1. 2. 3. 4.	<div style="text-align: center;"> <h1>WO</h1> <p>Mini-Maxi Strategy</p> </div>	<div style="text-align: center;"> <h1>WT</h1> <p>Mini-Mini Strategy</p> </div>