

Wed

Dear P'

I have never really sat down and thought clearly about the SWOT analysis framework. You helped me to do this yesterday. I realise that I do not find a clear-cut distinction between WEAKNESS (internal) and threat (external). I feel that there can be internal threats which are not "weaknesses". An example: I have had 4 six month long depressions since my mother's death. Were my wife to pre-decease me, I feel a fifth might engulf me. I feel this ~~as~~ as a threat rather than a weakness. I wonder if this mapping makes any sense to you.

Of course in SWOT terms we can simply define THREAT as being external and so keep the model simple and therefore useful.

