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## STRENGTHS



The audit team (working along with the auditee) can identify what is going well. What is the auditee proud of and want to continue going forward?

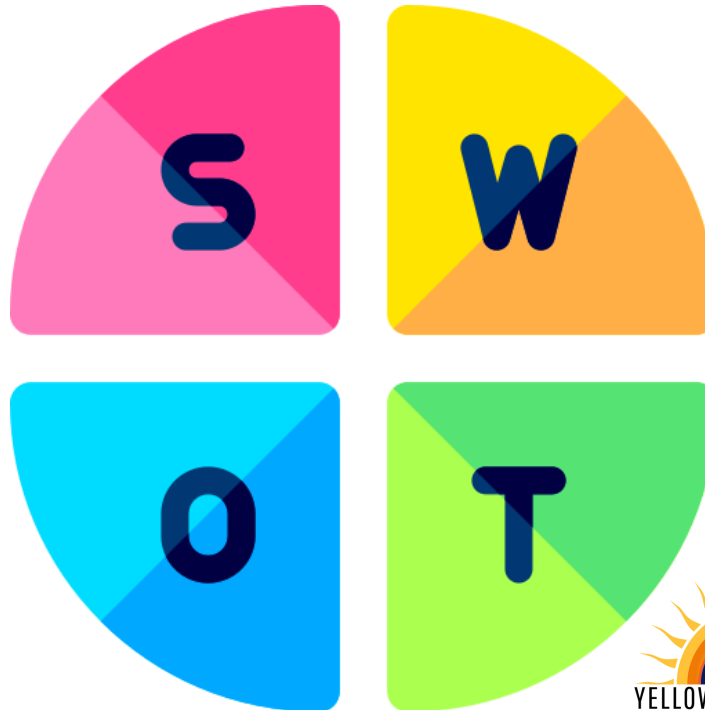
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## OPPORTUNITIES



Tap into the auditees' future plans and goals by asking them where they want to be in five years or where they see the industry in five years. Identify the hopes and aspirations of the auditee here.

Use a SWOT analysis to identify risk and choose an audit subject



What internal (and likely controllable) flaws are the auditee or auditor aware of? Could the auditor help the auditee by diagnosing these weaknesses and recommending improvements?



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## WEAKNESSES

What could prevent the auditee from achieving their goals? Take into account external factors like regulation, the economy and the environment in which the auditee operates.



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## THREATS