In the course of developing your Committee’s Strategic Plan, it is helpful to articulate and consider the Committees: (1) Strengths; (2) Weaknesses; (3) Opportunities; and (4) Obstacles. Following are some discussion questions. These questions aren’t mandatory, nor are they exclusive. They are designed to help stimulate and guide your discussion.

When considering your Committee’s strengths, weaknesses, opportunities, and obstacles, take into account all that your Committee produces, and all the things it takes to sustain the Committee’s operations, including:

- Publications (newsletters, books, articles, etc.)
- Programs
- Use of technology (website, social media, etc.)
- Membership recruitment and retention
- Leadership succession
- Committee communications
- Committee networking opportunities
- Diversity
- Budgeting and administration
- Support for TIPS Mission and Goals
- Leader/Member commitment and morale
1. **What are your Committee’s strengths:**
   - What does the Committee currently do well?
   - What are the “unique selling points” of the Committee? In what ways is it different than other TIPS Committees, and other competing non-TIPS organizations?
   - What is your “elevator speech” when you pitch your Committee and its value?
   - What unique resources does your Committee have (consider the Committee’s experience, knowledge, financial contributions, etc.)?
   - What demographic characteristics might your Committee capitalize upon?

2. **What are your Committee’s weaknesses?**
   - What does the Committee currently struggle to do well?
   - What demographic characteristics present challenges to the goals of the Committee, and of TIPS?
   - What capabilities does your Committee lack?
   - In what areas does your Committee struggle to produce consistent work (including administrative requirements)?

3. **What are your Committee’s opportunities?**
   - Are there member service opportunities not yet realized by competing organizations?
   - Are there niche practice areas in the Committee’s substantive reach that are under-served or unrealized?
What developments in your Committee’s substantive area might present opportunities?

Does the demographic data suggest any Committee opportunities?

What kinds of products has your Committee developed (or have been developed by its leaders or members) that might present opportunities:

Are there geographic areas in which your Committee has unique opportunities?

Are there aspects of your Committee’s substantive area in which the practice of law is expanding or will expand?

What demographic groups in your Committee’s reach are under-served or unrealized?

4. What are the **obstacles** to the accomplishment of your Committee’s goals?
   - What competitive non-TIPS organizations are dominant in the fields your Committee deals with?
   - Are there aspects of your Committee’s substantive area in which practice is declining or will decline?
   - What day-to-day problems keep your Committee from reaching its goals?
   - What day-to-day problems make it difficult for your Committee to sustain its operations?