|  |  |  |
| --- | --- | --- |
| (Ideas to ask) | **Positives** | **Negatives** |
| **Internal Factors*** Human resources
* Physical resources
* Financial resources
* Activities and processes
* Past experiences
 | **Strengths*** Motivation
* Know your “why?”
* Know your women’s health
* Clinical knowledge
* EBP
* Community and its reach
* Life experience
* Trust with women
* Autonomy
* Legal Autonomy
* GRIT
 | **Weaknesses*** No hospital privileges
* No institutional support
* Regulation and legal barriers
* Lack of business education
* “Too Nice”
* We don’t delegate
* Don’t hire enough help
* Lack of mentors
* Price of insurance
 |
| **External Factors*** Future trends - in your field or the culture
* The economy
* Funding sources (foundations, donors, legislatures)
* Demographics
* The physical environment
* Legislation
* Local, national, or international events
 | **Opportunities*** Need for in dept practice
* Improve community outcomes
* Promote midwifery
* Empower women
* Visibility
* Media visibility
 | **Threats*** Litigation
* Competition = MDs
* Lack of Reimbursement - Fairness
* Fear and vulnerability
* Lack of knowledge on law
* Business knowledge not included
* Business Failure
 |

**SMART Action Plan:**

* Students and Midwives
	+ Incorporate “business/legal/legislative educational program in CNM programs

**Goal:**

* Online certificate program by January 2020