|  |  |  |
| --- | --- | --- |
| (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