



## SWOT Strengths

Team	Strengths Identified
Cheetahs	<ul style="list-style-type: none"> <li>• Great reliability numbers</li> <li>• Dedicated employees</li> <li>• Strategic Plan in place</li> </ul>
Chameleon	<ul style="list-style-type: none"> <li>• Reliability and quick to restore outages</li> <li>• Transparency to membership regarding governance information</li> <li>• Employees are dedicated to work</li> <li>• Co-op invests in employees</li> </ul>
Coyotes	<ul style="list-style-type: none"> <li>• "Family Feel" among employees</li> <li>• Fast response to power restoration</li> <li>• Great financial team/employees to tackle issues</li> <li>• Tenured employees who are dedicated to co-op</li> </ul>
Elephant	<ul style="list-style-type: none"> <li>• Good member loyalty</li> <li>• Good reliability and outage restoration times</li> <li>• Dedicated team of employees, feel aligned with company values</li> <li>• Have a clear Strategic Plan in place</li> </ul>
Owl	<ul style="list-style-type: none"> <li>• Loyal employee base</li> <li>• Reliability/Quick to restore service</li> <li>• Regularly updated strategic plan</li> <li>• Access to top of the line equipment</li> </ul>
Mama Bear	<ul style="list-style-type: none"> <li>• Friendly Customer Service</li> <li>• Outage response time</li> <li>• Right personnel</li> <li>• Aware and monitoring national scrutiny</li> </ul>
Dog	<ul style="list-style-type: none"> <li>• People before Profits mentality</li> <li>• Positive and happy employees</li> <li>• Employees liked each other</li> <li>• Thorough 3-year Strategic Plan</li> <li>• Outage restoration speed</li> <li>• Social Media presence</li> <li>• They may not communicate well, but they communicate,</li> </ul>