



Monthly SOFT Report - (Month)
(Company Name)

Success	Failures
What have we done well?	Where did we make a mistake?
What are we proud of?	Where did a customer complain?
Where did the customer say good job?	Where did we not achieve what we planned to do?
Where did we achieve what we planned to do?	What are we embarrassed about?
Opportunities	Threats
What could we do better?	What have we learnt that is a concern?
Where can we improve?	What are we worried about?
Where is the gap in the market?	What has are competitors done?
How could we improve the measures?	Where is the next big problem?