

SWOT Analysis Worksheet Template

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

STRENGTHS:

What do you do well?

What unique resources can you draw on?

What do others see you as your strengths?

OPPORTUNITIES:

What good opportunities are open to you?

What trends could you take advantage of?

How can you turn your strengths into opportunities?

WEAKNESSES:

What could you improve?

Where do you have fewer resources than others?

What are others likely to see as a weaknesses?

THREATS:

What trends could harm you?

What is your competition doing?

What threats do your weaknesses expose you to?