



SWOT Analysis

Strengths

What advantages do you have? What do you do well? What relevant resources do you have access to? What do other people see as your strengths?

- _____
- _____
- _____

Weakness

What could you improve? What do you do poorly? What should you avoid?

- _____
- _____
- _____

Opportunities

What opportunities do you currently see?

- _____
- _____
- _____

Threats

What obstacles do you face? What is your competition doing? Are the required specifications for your job, products or services changing? What do you fear happening to you?

- _____
- _____
- _____