

Strength

INTERNAL - HELPFUL

WHAT ARE YOU GOOD AT?

WHAT ADVANTAGES DO YOU HAVE?

WHAT RESOURCES DO YOU POSSESS?

WHAT POSITIVE ATTRIBUTES DO OTHERS
RECOGNIZE IN YOU?

Weakness

INTERNAL - HARMFUL

WHAT AREAS COULD YOU IMPROVE?

WHERE DO YOU FALL SHORT?

WHAT NEGATIVE HABITS OR LIMITATIONS DO
YOU HAVE?

WHAT DO OTHERS SEE AS YOUR
SHORTCOMINGS?

SWOT Analysis

EXTERNAL - HELPFUL

WHAT FAVORABLE EXTERNAL FACTORS COULD
YOU LEVERAGE?

ARE THERE EMERGING TRENDS YOU CAN
CAPITALIZE ON?

ARE THERE UNMET NEEDS YOU CAN ADDRESS?
WHAT NEW POSSIBILITIES ARE ON THE
HORIZON?

EXTERNAL - HARMFUL

WHAT EXTERNAL FACTORS COULD NEGATIVELY
IMPACT YOUR PROGRESS?

ARE THERE OBSTACLES YOU NEED TO
OVERCOME?

ARE THERE TRENDS THAT COULD HINDER YOUR
GROWTH?

WHAT CHALLENGES DO YOU ANTICIPATE?

Opportunity

Threat

STRENGTHS

WEAKNESSES

SWOT
Analysis

OPPORTUNITIES

THREATS