SWOT Analysis Worksheet


<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
</table>
| What do you do well?  
What unique resources can you draw on?  
What do others see as your strengths? | What could you improve?  
Where do you have fewer resources than others?  
What are others likely to see as weaknesses? |

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
</table>
| What opportunities are open to you?  
What trends could you take advantage of?  
How can you turn your strengths into opportunities? | What threats could harm you?  
What is your competition doing?  
What threats do your weaknesses expose you to? |