



SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit <u>www.mindtools.com/rs/SWOT</u>. For personal career or life strategy, visit <u>www.mindtools.com/rs/LifePlanWorkbook</u>. •

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
	Threads
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?

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