

SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit www.mindtools.com/rs/SWOT.
- For personal career or life strategy, visit www.mindtools.com/rs/LifePlanWorkbook.
- For more business leadership skills (like SWOT) visit www.mindtools.com/rpages/HowtoLead.htm.

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

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