

## SWOT Analysis Worksheet

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