

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.

<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 opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p>Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>

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