

## SWOT Analysis Worksheet

- For instructions on using SWOT Analysis, visit [www.mindtools.com/rs/SWOT](http://www.mindtools.com/rs/SWOT).
- For personal career or life strategy, visit [www.mindtools.com/rs/LifePlanWorkbook](http://www.mindtools.com/rs/LifePlanWorkbook).

<p><b>Strengths</b>            What do you do well?            What unique resources can you draw on?            What do others see as your strengths?</p>	<p><b>Weaknesses</b>            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>            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>            What threats could harm you?            What is your competition doing?            What threats do your weaknesses expose you to?</p>

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