

## 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).

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