# **SWOT Analysis**

A SWOT analysis is a strategic planning framework for identifying internal and external factors that can impact the success of a product, organization or business. It helps you think holistically about both internal and external factors, and both strengths and weaknesses

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| Strengths | Weaknesses |
| * *What are you really good at?* * *What do you gravitate towards?* * *How are you better than your peers?* | * *What are you not good at?* * *What are you happy to not do?* * *How are your peers better than you?* |
| Opportunities | Threats |
| * *What are you uniquely qualified to do?* * *Where can you contribute in ways others cannot?* * *Where do you want to go big?* | * *What could derail your plans?* * *What external things are beyond your control?* * *What personal situations or obligations could impact your plans?* |

Ideas for improvement: