# **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?*
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| 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?*
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Ideas for improvement: