

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

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none"> • <i>What are you really good at?</i> • <i>What do you gravitate towards?</i> • <i>How are you better than your peers?</i> 	<ul style="list-style-type: none"> • <i>What are you not good at?</i> • <i>What are you happy to not do?</i> • <i>How are your peers better than you?</i>
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none"> • <i>What are you uniquely qualified to do?</i> • <i>Where can you contribute in ways others cannot?</i> • <i>Where do you want to go big?</i> 	<ul style="list-style-type: none"> • <i>What could derail your plans?</i> • <i>What external things are beyond your control?</i> • <i>What personal situations or obligations could impact your plans?</i>

Ideas for improvement: