

# SWOT Analysis Worksheet

## Strengths

What do you do well?  
What unique resources can you draw on?  
What do others see as your strengths?

## Weaknesses

What could you improve on?  
What do you need more of that you don't have?  
What weaknesses do others see in you?

## Opportunities

What opportunities are open to you?  
What trends could you take advantage of?  
How can you turn your strengths into opportunities?

## Threats

What threats could harm you?  
What is your competition doing?  
What threats do your weaknesses expose you to?