



SWOT analysis worksheet

STRENGTHS



What do you do well? What tangible and intangible resources can you rely on?

What do others see as strengths in you?

WEAKNESSES



What could you improve?

What resources, skills, know how do you miss?

What do others see as weaknesses in you?

OPPORTUNITIES



What new opportunities are open to you?

What trends could you take advantage of?

How can you turn your strengths into new value creation?

THREATS



What is your competition doing differently?

What threats could harm you?