



# SWOT Analysis Worksheet

For instructions on using SWOT analysis, visit [www.mindtools.com/rs/SWOT](http://www.mindtools.com/rs/SWOT).

*This tool designed based on the SWOT analysis at [www.mindtools.com](http://www.mindtools.com).*

<b>Strengths</b> What do you do well? What unique resources can you draw on? What do others see as your strengths?	<b>Weaknesses</b> What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<b>Opportunities</b> What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	<b>Threats</b> What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?