SWOT Analysis Worksheet

A SWOT Analysis is a structured planning method that evaluates the strengths, weaknesses, opportunities and threats of a specific project or business venture.

Use the directions below to complete the SWOT Analysis worksheet on the next page.

1. Start by having a specific strategy, investment, or business decision in mind.
2. List all of the personal or business strengths and weaknesses related to your chosen topic. Try to be as objective as possible.
3. List any possible external opportunities and threats that may potentially help or hinder you.
4. Once you have completed the steps above you should have four separate point form lists.
5. Review each list and develop Action Steps that you can take to:
    a. Take action
    b. Learn more before making a final decision
    c. Circle back, reassess your options

Strengths

The positive aspects internal to your business that add value or offer you an advantage. Strengths are within your control.

- What do you do well?
- What resources do you have?
- What advantages do you have over others?
- What are your positive attributes?

Weaknesses

Factors that are within your control that detract from your ability to obtain or maintain your goal, investment, or strategy.

- What attributes within your control detract from your ability to find success?
- Which areas could be improved?
- What limitations do you have?

Opportunities

External attractive factors that could improve your success or performance.

- What external factors exist that you could benefit from?
- What trends do you see that you could capitalize from?
- Is your competition doing things better in a way you could adapt or learn from?
- Who or what can help you?

Threats

External factors beyond your control that could place your strategy, investment or decision at risk. You have no control over threats but may benefit from having a contingency plan in place to address them if they should occur.

- What external factors exist or may exist that put your ROI or plan at risk?
- Are there unfavorable trends or developments that may deteriorate your goal?
- Who or what could stand in your way?

SWOT Analysis of: ___________________________________ Date: _____________

Strengths

Weaknesses

S W

O T

Opportunities

Threats

Action Steps:

1. ____

2. ____

3. ____