

SWOT Analysis

Overview

Do you have a clear understanding of your businesses' strengths and weaknesses; its opportunities and threats? Creating a SWOT Analysis (strengths, weaknesses, opportunities, threats) is a simple yet useful technique for analyzing exactly where your business stands within itself and among your competitors. On the following pages, I've provided a SWOT Analysis for you to complete. Take time with this. Think realistically and rigorously about what your business has to offer, where it could be lacking, what untapped opportunities are out there to discover, and how to manage and eliminate threats to your success.

Self Reflection

Ask yourself these questions as you complete your SWOT Analysis on the following page.

Strengths (internal, positive attributes of your business)

- What do we do best?
- What unique knowledge, talent, skills or resources do we have?
- What advantages do we have?
- What do other people say we do well?
- What resources do we have available?
- What is our greatest achievement?

Weaknesses (internal, negative attributes of your business)

- What could we improve?
- What knowledge, talent, skills or resources are we lacking?
- What disadvantages do we have?
- What do other people say we don't do well?
- In what areas do we need more training?
- What customer complaints have we had about our service?

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Opportunities (external, positive factors that could help the business)

- How can we turn our strengths into opportunities?
- How can we turn our weaknesses into opportunities?
- Is there a need in our market that no one is meeting?
- What could we do today that isn't being done?
- How is our industry changing? How can we take advantage of those changes?
- Who could we support? How could we support them?

Threats (external, negative factors that could hurt the business)

- What obstacles do we face?
- Could any of our weaknesses prevent us from meeting our goals?
- Who and/or what might cause us problems in the future? How?
- Are there any standards, policies, and/or legislation changing that might negatively impact us?
- Are there changes in our industry or technology that could threaten our success?



SWOT Analysis

<p>Strengths</p>	<p>Weaknesses</p>
<p>Opportunities</p>	<p>Threats</p>



SWOT Analysis

#1 - Which of your strengths help with improving your weaknesses or combating your threats?

#2 - Based on your SWOT and your answer to #1, what are your *immediate* goals / next steps?

#3 - Based on your SWOT and your answer to #1 and #2, what are your *long-term* goals / next steps?

