
SWOT analysis worksheet

Change or add questions as needed for personnel, business, or self-analysis

Strengths What do you do well? What resources can you draw on right now? What do others see as your strengths?	Weaknesses What can be improved? Where do you have fewer resources? What do others see as weaknesses?
Opportunities What would you like to do? What opportunities are available to you? How can you turn your strengths into opportunities?	Threats What things/activities can cause harm? Where can you be undermined? What threats do your weaknesses expose you to?