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Strengths, Weaknesses, Opportunities, and Threats



A SWOT analysis guides you to identify your internal attributes and skills that can help you succeed or hinder your progress. It also helps you identify the external resources and environments that can serve as catalysts of your success or obstacles in your path toward success. The process is pretty simple, but it is a vital step when you want to:

- Explore possibilities for new efforts,
- Solve complex problems,
- Make decisions or clarify direction for choices you have to make,
- Determine areas where you can make change, or
- Make adjustments to your goals or plans as new opportunities or interests present themselves.

Consider the following questions to complete your SWOT Analysis:

INTERNAL		EXTERNAL	
Strengths	Weaknesses	Opportunities	Threats
<p>What unique skills do I have that will support my goals I have set for myself?</p> <p>What do I do well?</p> <p>What experiences have I had that will help me as I move forward?</p> <p>How might I overcome or circumvent threats?</p>	<p>What areas do I need to improve?</p> <p>What do others view as my weakness or area for improvement?</p> <p>What is something I would like to change about myself?</p>	<p>What opportunities are already available to me?</p> <p>How can I use my strengths to create opportunities for myself?</p> <p>Who might be willing to help me?</p> <p>What resources are have available?</p>	<p>What could hinder my success?</p> <p>What are potential problems I could encounter?</p> <p>What are the challenges I face?</p> <p>What are the restrictions in my life (time, transportation, access to computers or the Internet, etc.)?</p>

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