

S.W.O.T Analysis: a strategic planning tool

This is a handy tool for strategic brainstorming. Try it more than once. Modify it over time. Use this page as inspiration for what to include. See next page for a blank template. It will give you a good snapshot of where you are and where you need to go.

INTERNAL

STRENGTHS

- What do you do well?
- What sets you apart from the competition?
- What resources give you an edge?
- What are your tangible assets, resources and strengths?
- What do others see as your strengths?

WEAKNESSES

- What do you lack?
- What do other companies do better?
- Where are your resources limited?
- How do others see your weaknesses?

EXTERNAL

THREATS

- What trends or conditions might negatively affect your business?
- What are your competitors doing that might impact you?
- How do your weaknesses affect you?

OPPORTUNITIES

- What are some underserved markets?
- What changing needs are there for your product or service?
- What trends or conditions exist that you can leverage?

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STRENGTHS	WEAKNESSES	THREATS	OPPORTUNITIES