SWOT Analysis Model

A diagnostic analysis of resources and capabilities; created from the top down; focuses first on analysis, then moves to planning.

**Strengths**
- What do we do well?
- What unique resources can we draw upon?
- What do others see as our strengths?

**Weaknesses**
- What could we improve?
- Where do we have fewer resources?
- What are others likely to see as our weakness?

**Opportunities**
- What opportunities are open to us?
- What trends could we take advantage of?
- How can we turn strengths into opportunities?

**Threats**
- What threats could harm us?
- What is our competition doing?
- What threats do our weaknesses expose?
# SWOT Analysis Worksheet Template

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>