

S.W.O.T Analysis exercise can be done on you as a manager, or on the business

# S.W.O.T Analysis

## Strengths:

Past and Present - What are you good at? What assets do you have? What is working well?

1

2

3

4

5

## Weaknesses:

Past and Present - What shortcomings are there? Where are you vulnerable?  
What are you not doing well?

1

2

3

4

5

## Opportunities:

Present and Future - May or may not be related to weaknesses.  
What opportunities are open to you? What trends could you take advantage of?

1

2

3

4

5

## Threats:

Present and Future - What might happen if the issue is not addressed?

1

2

3

3

5