



SWOT analysis provides a structure for analysing either your own strengths and weaknesses, and the opportunities and threats you face, or in a work context for analysing the strengths, weaknesses, opportunities and threats a business or event faces.

Strengths

What are your personal strengths?
What do you do well? What do other people see as your strengths?
What does the company do well?
What is the good track record?
Where does the organisation compete well?

Weaknesses

What can be developed
What could you improve?
What is working less optimally than you wish?
What is being done badly?
What is the competition doing better? What should you avoid doing?

Opportunities

If there were no constraints what would you like to do?
What might be possible? Where do you / your organisation want to be in five year's time? Who might you want to work with?
What could be a win - win situation?
How may new technologies change your practices?
What financial / governmental / legislative changes can benefit you in the near future?

Threats

What are the barriers to your development?
What sort of obstacles do you face?
Who else might move in a take over your tasks / job / business?
What are rival organisations doing?
Can you fund the short and long term?
Will new technologies / developments change your roles?
What change is coming?