

SWOT ANALYSIS



Evaluate your strengths, weaknesses, opportunities and threats.

STRENGTHS

What are you doing well? What sets you apart? What are your good qualities?

WEAKNESSES

Where do you need to improve? Are resources adequate? What do others do better than you?

SWOT Analysis

OPPORTUNITIES

What are your goals? Are demands shifting? How can it be improved?

THREATS

What are the blockers you're facing? What are factors outside of your control?

Topic being evaluated:

Date of evaluation:

Summary:

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