# SWOT Analysis Date:

Run a SWOT Analysis on your whole business or a single project to assist you with your strategic planning. SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

|  |  |
| --- | --- |
| 1.  | What subject will you be assessing (i.e. your whole business/a single project)? |
|  |  |
| **2.** | **Identify your strengths. Consider what you do best and list all the recourses you have access to in your business/project.** |
|  |  |
| **3.** | **Identify your weaknesses. Consider what you are not best at and what resources you feel you are lacking.** |
|  |  |
| **4.** | **List all the opportunities that are available. Consider each of the following points:*** What is happening externally that will positively affect you?
* What trends in technology might positively impact you?
* What is happening in the world that might positively affect you?
 |
|  |  |
| **5.**  | **List all the threats that may get in your way. Consider each of the following points:*** What is happening externally that will negatively affect you?
* What trends in technology might negatively impact you?
* What is happening in the world that might negatively affect you?
 |
|  |  |
| **6.**  | **Based on what you have discovered in the previous questions, what should you avoid?** |
|  |  |
| **7.**  | **Based on what you have discovered in the previous questions, what action should you take and by what date?** |
|  |  |
| **8.**  | **On a scale of 1-10 (1=likely, 10=not likely), how likely are you to complete each action item by the date you have set?** |
|  |  |