

## SWOT Analysis Planner/Worksheet

- For instructions on using SWOT analysis visit [www.enlighten-uk.com/contact\\_enlighten.htm](http://www.enlighten-uk.com/contact_enlighten.htm) and subscribe to our monthly newsletter requesting SWOT
- For business including small business skills and development (like SWOT) visit [www.enlighten-uk.com/business\\_coaching.htm](http://www.enlighten-uk.com/business_coaching.htm)
- For more leadership, management and personal effectiveness training opportunities visit [www.enlighten-uk.com/training\\_list.htm](http://www.enlighten-uk.com/training_list.htm)

<b>Strengths:</b> What do you do well? What resources do you have that can be an advantage? What do others say are your strengths?	<b>Weaknesses:</b> What could you improve? Where do you need resources? What are others saying are weaknesses?
<b>Opportunities:</b> What good opportunities are open to you? What patterns can you see that you could take advantage of? How can you turn your strengths into opportunities?	<b>Threats:</b> What patterns or trends could harm you? What is the competition doing? What threats do your weaknesses expose you to?