

Strengths, Weaknesses, Opportunities and Threats

A SWOT analysis helps you build on what you do well, find out what you can do better, minimize risks and gives you the best possible chance for future success.

Strengths

Q's to ask yourself are do we do best? What unique knowledge, talent, or resources do we have?

Weaknesses

What could we improve?

Opportunities

How can we turn these strengths into opportunities?

Threats

What are the obstacles we face? What are the things we need to avoid?