SWOT analysis

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STRENGTHS

Identify the internal advantages that give you an edge. Consider your skills, experience, resources, relationships, reputation, and unique qualities. Ask yourself what you do well, what sets you apart, and what positive feedback you consistently receive. Your strengths are the foundation you can build upon to achieve your goals.

W

WEAKNESSES

Acknowledge the internal limitations that may hold you back. Reflect on areas where you lack experience, resources, confidence, or efficiency. Be honest about habits, skill gaps, or constraints that could slow your progress. Recognizing weaknesses allows you to create strategies to improve or work around them.

O

OPPORTUNITIES

Look at the external factors you can take advantage of. These might include market trends, new skills you can learn, supportive connections, available tools, or changing circumstances. Identify areas where growth is possible and where timing or demand is in your favor. Opportunities represent pathways for expansion and advancement.

T

THREATS

Consider external risks that could create challenges. These may include competition, economic shifts, changing priorities, limited resources, or unexpected obstacles. Understanding potential threats helps you prepare contingency plans, reduce risk, and stay proactive rather than reactive.