



**HELPFUL**  
TO ACHIEVING OBJECTIVE

**HARMFUL**  
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INTERNAL ORIGIN  
(ORGANIZATION)

What unique skills or abilities do I possess?  
What value do I bring to the team, project, org. etc.?  
What achievements am I proud of or have been recognized?  
What resources (network, knowledge, etc.) do I have access to?  
How would others describe my strengths?

**STRENGTHS**

What skills or areas do I need to improve?  
What tasks do I usually avoid due to lack of confidence?  
What resources am I lacking?  
What feedback have I received about areas for improvement?

**WEAKNESSES**

EXTERNAL ORIGIN  
(ENVIRONMENT)

**OPPORTUNITIES**

What trends or changes in the industry can I leverage?  
Are there upcoming events or networks I can tap into?  
What are the unmet needs in my field or business area?  
How can my strengths open new doors for me?

**THREATS**

What obstacles do I currently face in my career or business?  
Are there changes in the market or industry that could impact me negatively?  
What are the strengths of my competitors or peers?  
Are there any external factors (economic, political, technological) that pose a risk?

**-SWOT ANALYSIS TEMPLATE-**