

# Strategic Planning Process - SWOT

A SWOT analysis identifies our strengths, weaknesses, opportunities and threats. Identifying these factors will enable you to build on your strengths, take advantage of opportunities, correct or avoid your weaknesses, and steer away from threats when you are identifying the best strategies to achieve your vision.

<b>Strengths</b> What do you do well? What advantages (e.g. skills, education, connections, resources) do you have? What do others see as your strengths?	<b>Weaknesses</b> What could you improve? What areas, lack of skills or resources hold you back from achieving your goals? What things are others likely to see as your weaknesses?
<i>Personal:</i>          <i>Business:</i>	<i>Personal:</i>          <i>Business:</i>
<b>Opportunities</b> What good opportunities are open to you? What trends could you take advantage of? Looking at your strengths, how can you turn these into opportunities?	<b>Threats</b> What trends could harm you? Looking at your weaknesses, what threats do these expose you to?
<i>Personal:</i>          <i>Business:</i>	<i>Personal:</i>          <i>Business:</i>