



S.W.O.T Template

Purpose: The purpose of this template is to help you do a S.W.O.T analysis of you as an individual and/or business to identify your gaps and put a plan in place.

S: Strengths

What are your strengths as an individual or a business that you can do just as good or better than anyone else.

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W: Weaknesses

What areas could you strengthen as an individual or a business?

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O: Opportunities

What opportunities are available to enhance your strengths and/or compensate for your weaknesses?

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T: Threats

What are bad habits as an individual or alternatives and factors (external/internal) as a business that could prevent you from growing?

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