

Date:

SWOT ANALYSIS

Strengths

Weaknesses

SWOT

Opportunities

Threats

Business
Model

SWOT ANALYSIS

Strengths

These are things that separate you from the competition. Strengths can be a loyal customer base, a strong skill set, continuing education, certification, expertise or product and great professional relationships

Weaknesses

These are areas that the business needs to improve to remain competitive. Weaknesses can include a high customer turnover, high level of debt, slow growth, unprofessional image, lack of reliability, lack of skill set or lack of education

SWOT

Opportunities

Opportunities are any area that your business can grow, They are often related to your strengths. They can include developing professional relationships with trainers, vets and mentors; offer new skills or expertise in a particular discipline or add a product or technique to your toolbox

Threats

Threats include external factors that can harm your business or value. threats can be the level of your competition, demographics of your service area, burnout levels, personal health, state of economy, or increasing competition

Business
Model

SWOT ANALYSIS

Strengths (internal)

- Advantages
- Experience, knowledge
- Unique characteristics
- Resources
- Geographical advantage, location
- Competence, capabilities
- Quality, reputation

Weaknesses (internal)

- Disadvantages
- Gap in experience, knowledge
- Financial aspects
- Reliability and trust
- Loss of key staff
- Geographical factors

SWOT

Opportunities (external)

- Strategic alliances, partnerships
- Initiatives aligned with equity goals
- Innovation and technology development

Threats (external)

- Loss of alliances and partners
- Competition for resources
- Competition for attention of staff

Personal
Model

SWOT ANALYSIS

Strengths

What are your personal internal strengths that you can lean on to help you achieve your goals?

Weaknesses

What are your personal internal weaknesses that you need to work on to achieve your goals?

SWOT

Opportunities

What external opportunities such as resources, people, or training can you take advantage of to help you achieve your goals?

Threats

What external threats such as upcoming obstacles or contextual factors can you predict and mitigate to ensure you reach your goals?

Personal
Model

SWOT ANALYSIS

Strengths

- Skills
- Knowledge
- Advantages
- Connections
- Good Habits

Weaknesses

- Skills you need to improve
- Areas where you lack knowledge
- Disadvantages
- Fragile relationships
- Bad Habits

SWOT

Opportunities

- Based on your strengths
- At your work
- In your industry
- In your country
- Worldwide Trends

Threats

- Based on your weaknesses
- At your work
- In your industry
- In your country
- Worldwide Trends