**SWOT Analysis**

SWOT (strengths, weakness, opportunities, threats) considers internal and external factors in your business strategy. This popular business analysis tool enables a holistic overview of a new or existing idea, product or process.

**Instructions for completion**

1. Define the issue you’re reviewing in one simple sentence.
2. Go through each of the four criteria and assess individually. Strengths and weaknesses are internal aspects within your control, while opportunities and threats are external factors.
3. Move about the grid as you see fit – it needn’t be a linear process.
4. Return to look at each square of the grid:
* Are there any strengths that you’re underutilising?
* Which weaknesses are easiest to fix?
* Do your strengths play to the opportunities you’ve identified?
* How can you improve your weaknesses to leverage an opportunity?
* What steps can you take to mitigate some of the threats you’ve identified?
1. Formulate a plan for next steps and assign tasks.
2. Set a date to review the SWOT.

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| Issue | Date |

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
| **Opportunities** | **Threats** |
|  |  |