

SWOT Analysis Worksheet



Strengths (Internal – within your “control”)

What do we do better than anyone else?

What is your strongest business asset?

Do you consider your team strong? Why?

What do you offer that makes you stand out from the rest? / What unique resources do you have?

Weaknesses (Internal)

Are there gaps/inefficiencies in our organizational processes?

What can be improved?

In what areas do your competitors have the edge?

What necessary expertise / manpower do you currently lack?

Do you have cash flow problems? / Are you relying primarily on just a few clients or customers?

Opportunities (External – most likely not within your “control”)

As you look towards the future, what opportunities exist (or likely to develop) that you should take advantage of?

What trends do you see in your industry? / What trends might impact your industry?

What external changes present interesting opportunities?

What have you seen in the news recently that might present an opportunity?

Additional opportunities / partnerships / expansion areas / funding sources

Threats (External – most likely not within your “control”)

What external obstacles do you face?

What is your competition or other organizations doing that you're not?

What challenges can be turned into opportunities?

Are external economic forces affecting your bottom line?

What are the current risks in our organization?