

**SWOT Analysis
Personal Worksheet**

Strengths: What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses: What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities: What good opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats: What trends could harm you? What is your competition doing? What threats do your weaknesses expose to you?