



## Personal SWOT Analysis Worksheet.

<b>Strengths</b> What do you do well? What resources can you draw on? What do others see as your strengths?	<b>Weaknesses</b> What could you improve? Where do you have less resources than others? What would others see as your weakness?
<b>Opportunities</b> What opportunities are open to you? What current trends could you take advantage of? How can you turn your strengths into opportunities?	<b>Threats</b> What threats could damage you? What is your competition doing? What threats do your weaknesses expose to you?