



SWOT Analysis

Unlock untapped potential and fortify your business against the winds of change

Step 1: Decide what to analyse – it could be your business, a specific project, or even yourself as a business leader

Step 2: Print out this template as large as possible. Putting pen to paper engages different parts of your brain, potentially improving memory and comprehension

Step 3: Remember, honesty is the best policy. The more honest your answers, the more helpful this process will be

Strength (internal)

What does your business do really well – do you have a USP such as a highly skilled workforce or cutting-edge technology?

Threats (external)

What external challenges is your business facing, are there any industry risks that need addressing, has the economy changed in the last year?

Weakness (internal)

What internal challenges are you facing, and what areas of your business need improvement?

Opportunities (external)

What ideas are worth pursuing – are there any emerging trends in your industry? Can you benchmark against other businesses?