

Strengths/Weaknesses/Opportunities/Threats (SWOT) Analysis

SWOT analysis is a planning tool often used in business and it works well for personal planning as well.

The following gives an example of the two stages of the tool: the initial Brainstorm Characteristics and the Brainstorm of tasks and goals generated from the Characteristics.

You can use the tool for a whole business or your whole life, or you can zero in on an issue or situation and analyze that with the tool.

The last pages in this document are blank pages you can use to do a SWOT analysis.

Example Strengths/Weaknesses/Opportunities/Threats (SWOT) Analysis

Topic: Personal Life

<p>Strengths</p> <ul style="list-style-type: none"> Resilience We work hard We get along well with others We know how to have fun We know about business and finances We are educated 	<p>Weaknesses</p> <ul style="list-style-type: none"> We don't exercise enough We like good food
<p>Opportunities</p> <ul style="list-style-type: none"> Find another job closer to home Start a business Go back to school 	<p>Threats</p> <ul style="list-style-type: none"> High blood pressure Illness Falls Mugged, shot, murdered A weaker U.S. economy Lose our jobs Earthquake (no earthquake insurance) May need to support our mothers Disability

Example

SWOT Analysis - Goals

<p>How can I (we) capitalize on my (our) strengths?</p> <p>Keep an eye on the job market and look for ways to move up in our jobs Keep our network built up</p>	<p>How can I (we) compensate for my (our) weaknesses?</p> <p>Join a gym Eat healthier at restaurants</p>
<p>How can I (we) take advantage of our opportunities?</p> <p>Look for a job closer from home Start a small internet business</p>	<p>How can I (we) prepare for or prevent the impact of my (our) threats?</p> <p>Go to the Gym Wear sensible shoes Fix the staircase Be careful of where we go at night Have our resumes ready Research what jobs are out there and get training if necessary to be prepared Get earthquake insurance Get our earthquake kit up-to-date Build a room onto the house for our mothers Make sure our mothers have Life Insurance and Long Term Healthcare Insurance Save money</p>

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

Your SWOT Analysis – Goals & Tasks

<p>How can I (we) capitalize on my (our) strengths?</p>	<p>How can I (we) compensate for my (our) weaknesses?</p>
<p>How can I (we) take advantage of our opportunities?</p>	<p>How can I (we) prepare for or prevent the impact of my (our) threats?</p>