

# SWOT Analysis | WORKSHEET



Name

Date

INTERNAL FACTORS



## STRENGTHS

*What do we do very well? What do our customer know us for?  
What qualities separate us from our competitors?  
What business have we gained recently, and why?*

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## WEAKNESSES

*What do we struggle with? Where are we wasting time and resources?  
Where are we short on resources? What do our competitors do better?  
What business have we lost recently, and why?*

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EXTERNAL FACTORS



## OPPORTUNITIES

*What unmet customer needs/wants have we identified?  
What ideas, technologies, or trends can we pursue to improve/grow?  
What can we do to level up or outpace our competitors?*

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## THREATS

*Is our target market shrinking? Are we out of touch with our customers?  
Are there changes in customer needs or market trends to address?  
Are there new direct or indirect competitors to contend with?*

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# The SWOT Analysis



## Overview

The purpose of the SWOT analysis is to assess four essential aspects of your business:

**Strengths:** What do you currently do well?

**Weaknesses:** What can you improve?

**Opportunities:** Where and what are the opportunities to pursue?

**Threats:** What can trip you up if not addressed?

Our SWOT Worksheet provides sample questions for each category to get the analysis flowing.

## Ground Rules

- 1** Be open and honest. Improvement often begins with vulnerability. The ability and willingness to honestly assess where your organization (or yourself) needs to improve is the first step to achieving meaningful change. Acknowledge your current strengths but recognize that maintaining them requires consistent attention and effort.
- 2** Be customer-centric. Your customers' priorities must be your company's priorities. Apply all that you know about your ideal customers to identify ways to improve service, meet additional needs, or address lingering problems.
- 3** Focus internally and externally. To keep the analysis simple, think of Strengths and Weaknesses as internal factors such as people, processes, or assets. Opportunities and Threats can be considered external factors. These may include your market, competitors, and the overall economy.
- 4** Involve many. Often these exercises are limited to C-suite executives and department heads. Be sure to include the perspectives of customer-facing team members to get a clear view of critical aspects of product or service delivery and support.
- 5** Ensure confidentiality. Speaking truth to power is often perceived to be risky. Consider keeping initial input confidential among all participants. Also, be sure that participants record their insights independently to avoid groupthink or team power dynamics that can influence feedback.

## Take Action

Upon completing the analysis, look to match strengths to opportunities and work to convert weaknesses into strengths. Address threats that may be within your control and recognize and discuss threats beyond your control. Be sure to share the results with your team so that everyone can be involved in moving the organization forward.