

SWOT Analysis Worksheet

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Example	Internal		Example
<p><i>What do you do well?</i></p> <p><i>Advantages?</i></p> <p><i>What assets or resources can you draw on?</i></p> <p><i>What do others see as your strengths?</i></p>	<p>Strengths</p>	<p>Weaknesses</p>	<p><i>What could we do better?</i></p> <p><i>Vulnerabilities?</i></p> <p><i>What resources do you lack?</i></p> <p><i>What do others see as a weakness?</i></p> <p><i>What do you avoid?</i></p>
	<p><i>Maximize. Build on to overcome barriers.</i></p>	<p><i>Minimize. Can lead to organizational goals.</i></p>	
External			
<p><i>Trends? What trends or current events promote similar messaging or could be leveraged for advancing your efforts?</i></p> <p><i>What opportunities are open to you?</i></p> <p><i>Changes? Allies?</i></p> <p><i>What is going on locally that can be capitalized on?</i></p>	<p>Opportunities</p>	<p>Threats</p>	<p><i>What are others doing that could compete or conflict with your agenda?</i></p> <p><i>External barriers or roadblocks?</i></p> <p><i>Economic or leadership conditions?</i></p> <p><i>Laws? Or other factors that could jeopardize your efforts?</i></p>
	<p><i>Areas for growth. Untapped potential. Capitalize.</i></p>	<p><i>Monitor. Reduce.</i></p>	