

People Biz, Inc.

SWOT ANALYSIS WORKSHEET

<p style="text-align: center;">STRENGTHS</p> <p>What do you do well? What unique resources can you draw on? What do others see as your strengths?</p>	<p style="text-align: center;">WEAKNESSES</p> <p>What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<p style="text-align: center;">OPPORTUNITIES</p> <p>What good opportunities are open to you? What trends could you take advantage of? How can you turn strengths into opportunities?</p>	<p style="text-align: center;">THREATS</p> <p>What trends could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>