



SWOT Analysis Worksheet

This worksheet can be for personal or team use. See page two for prompts to get you started in each category. For additional guidance on completing a SWOT analysis, consider viewing the training program [Conducting a SWOT Analysis](#) on LinkedIn Learning.

Strengths	Weaknesses
Opportunities	Threats



Activity Prompts and Additional Information

Strengths and weaknesses should be the analysis of **internal factors**. These are items within the control of the individual or team. Opportunities and threats are **external factors**. Opportunities can be seen as ways to leverage your strengths in the future to reach a certain goal. You can either choose to invest in an opportunity or let it pass you by, but focus on creating an expansive list that can be narrowed down later. Threats can fall into two categories. Active threats may require damage control or more immediate effort, while passive threats may be addressed by proactively mobilizing your strengths.

Strengths	Weaknesses
What do you/we do well? What do you/we do better than anyone else? What are my/our strongest assets? What do I/we offer to others? How do I/we stand apart from others? How do others perceive my/our strengths? What am I/we known for? What is great about our team or company culture? Other?	Where do I/we have room to improve? What am I/we lacking? What items within my/our control are being neglected? What are outsiders likely to perceive as a weakness? Is our mission/vision too broad or unfocused? Are my personal goals too broad or unfocused? Is my/our work aligned with personal values? Other?
Opportunities	Threats
What trends could you use to your advantage? How can your strengths be turned into opportunities? Do I/we have relationships with people who have traits or services complimentary to mine/ours? Potential collaboration? How can I/we better use available resources? How can social media, stakeholders, community members, etc. be helpful to my/our cause? Other?	What threats do your weaknesses expose you to? What are competitors doing that give them the edge? What obstacles are in the way of goal achievement? Are my/our goals too reliant on others for completion? What outside forces or initiatives could hamper my/our efforts? Others?



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UNIVERSITY**
Department of
Human Resources