

Personal SWOT Analysis Template

This template provides guidance on analyzing personal strengths, weaknesses, opportunities, and threats when starting a new business.

1. **Use this template to:** Analyze your skills and identify improvement areas.
2. **How to use it:** Answer the questions provided in the template, and use the responses to analyze your readiness for setting up a new business.



Strengths

1. What do you do well?
2. What new resources can you draw on?
3. What do others see as your strengths?



Weaknesses

1. What could you improve?
2. Where do you have fewer resources than others?
3. What are others likely to see as a weakness in you?



Opportunities

1. What opportunities are open to you?
2. What trends could you take advantage of?
3. How can you turn your strengths into opportunities?



Threats

1. What threats do your weaknesses expose you to?
2. What obstacles do you currently face while working?
3. Are any of your colleagues competing with you on projects or roles?

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