

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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