

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Template

Internal	Strengths	Weaknesses
	<ol style="list-style-type: none"> 1. These are things that the company can leverage 2. Strengths and weaknesses should look inward 3. There does not need to be a corresponding weakness for each strength or vice versa 4. Intellectual honesty is critical to the analysis 	<ol style="list-style-type: none"> 1. These are things that will need to be solved for or mitigated 2. Strengths and Weaknesses examples: <ol style="list-style-type: none"> a. Are the technical capabilities that are lacking? b. Are there human constraints either in terms of headcount or skillsets? c. How is the company doing financially? d. What markets is the company most or least competitive in?
External	Opportunities	Threats
	<ol style="list-style-type: none"> 1. Opportunities are things that the organization should try to seize upon using its strengths while improving its weaknesses to best facilitate them 2. Opportunities and threats take an outward view 	<ol style="list-style-type: none"> 1. Threats are things that will need to be dealt with or closely watched in the course of accomplishing the organization's goals. 2. Opportunities and threats examples: <ol style="list-style-type: none"> a. How is the company positioned to take advantage of new technology or trends? b. Are there trends or innovations that threaten the company in some or all markets? c. What is the outlook for the company's products?

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