



SWOT Analysis

A simple tool that's great to give a snapshot into your current business and marketing. You can use this broadly e.g. to look at your business holistically or narrow into a specific area e.g. a particular product or service. List a few points under each of the headings - Strengths, Weaknesses, Opportunities and Threats.

Strengths

Weaknesses



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Opportunities

Threats



SWOT Analysis

5 reflection prompts

1. How can you strengthen the weaknesses?
2. How can you mitigate the threats (if within your control)?
3. Which opportunity will you explore/develop first, and why?
4. Do you communicate strengths with consistency, clarity and conviction?
5. Overall, how do you feel about your business or marketing after completing the SWOT analysis?