

How to Do a SWOT Analysis

Introduction

A SWOT analysis is a tool that helps you decide which direction to take in solving problems or reaching a goal.

- Strengths

Your strengths are natural abilities or things that are currently going well for you.

- Weaknesses

Weaknesses are areas where there needs to be improvement.

- Opportunities

Opportunities are external factors that the client can take advantage of.

- Threats

Threats are external obstacles or challenges that may give the competitor an advantage.

Conclusion

Once these things are identified, they're compared against the goals the client hopes to achieve. Through this analysis, you can create a plan for overcoming obstacles and making best use of strengths.