

# HOW TO SWOT

In order to conduct a SWOT, you first want to determine the purpose of your SWOT analysis. It could be for a specific project, a business, an individual, or any other context. Clearly identify what you want to analyze and what you hope to achieve through the analysis. Below are the steps to help you piece it all together.

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01

## IDENTIFY STRENGTHS

Make a list of internal factors that give you an advantage over others. Consider aspects such as expertise, skills, resources, relationships, infrastructure, brand reputation, or any other positive attributes. Be honest and realistic in identifying strengths.

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02

## IDENTIFY WEAKNESSES

Make a list of internal factors that put you at a disadvantage or hinder your progress. Reflect on areas where improvements can be made or where you lack certain resources, skills, or capabilities. It's important to be self-critical and identify weaknesses accurately.

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03

## IDENTIFY OPPORTUNITIES

Look for external factors or situations that could potentially benefit you. Consider market trends, industry developments, technological advancements, emerging customer needs, or any other favorable circumstances that you can leverage to your advantage.

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04

## IDENTIFY THREATS

Identify external factors or challenges that could potentially harm your progress. Assess the competitive landscape, market trends, economic factors, regulatory changes, emerging technologies, or any other risks that could impact your success.

## WHAT HAPPENS NEXT?

Review your lists of strengths, weaknesses, opportunities, and threats. Analyze how they relate to each other and prioritize them based on their significance and potential impact. Consider which strengths can be leveraged to seize opportunities or mitigate threats, and which weaknesses need to be addressed to overcome challenges or take advantage of opportunities. Based on your analysis, develop strategies that capitalizes all components of the analysis. Put your strategies into action and monitor their effectiveness. Regularly review and update your SWOT analysis as the internal and external factors may change over time.