

A central white circle with a thick dark grey border contains the text "SWOT Analysis". Four thick dark grey lines extend from the top, bottom, left, and right of the circle, forming a cross shape. Each line points towards a quadrant containing a category name and a list of questions. The top quadrant is labeled "STRENGTHS", the right "WEAKNESSES", the bottom "THREATS", and the left "OPPORTUNITIES". Large, faint letters "S", "W", "T", and "O" are visible in the background behind the respective quadrants.

SWOT Analysis

STRENGTHS

What are you doing well?
What sets you apart?
What are your good qualities?

WEAKNESSES

Where do you need to improve? Are resources adequate? What do others do better than you?

OPPORTUNITIES

What are your goals? Are demands shifting? How can it be improved?

THREATS

What are the blockers you're facing? What are factors outside of your control?