

SWOT Analysis

The SWOT (strengths, weaknesses, opportunities, and threats) analysis is a framework widely used in business environments for the elaboration of strategic plans. However, it is also possible to apply it aiming **personal development and self-knowledge**. Do you know how to write it? In **Strengths and Weaknesses** you must talk about **personal aspects**. In **Opportunities and Threats** you should consider market-related information.

**POSITIVE
FACTORS**

STRENGTHS

Your advantages

OPPORTUNITIES

Situation to apply your advantages

**NEGATIVE
FACTORS**

WEAKNESSES

Areas to improve

THREATS

Where you are at risk