

Questions to Start off your SWOT Analysis.

Strengths:

- What do we do well?
- How are we better than our competitors?
- What makes you better than others (for this mission)?
- What actions do you do well?
- What are your competences? What knowledge, skills and attitude do you have that can help you?
- What do *other* people say you do well?
- Why should you of all people undertake this mission?

Weaknesses:

- What could be done better?
- What is being done badly?
- What could you improve in order to achieve this mission?
- In what ways are you not efficient?
- What don't you do well?
- Where are you incompetent? What knowledge, skills and attitude are you missing?
- What should you avoid doing?
- Why shouldn't you undertake this mission?

Opportunities:

- What are the opportunities that can be exploited?
- What are the interesting trends?
- What real opportunities are present today?
- What is going on around you that seems to be useful?
- From which recurring tendencies can you profit and how?
- What could be done today that isn't being done?
- What is missing on the market?
- Who can support you and how?

Threats:

- What obstacles are being faced?
- What is the competition doing?
- Are the specifications for the products or services changing?
- Is changing technology threatening our business?
- What are the negative tendencies in play today?
- What obstacles do you face in your mission right now?
- Who might cause you problems in the future and how?
- What is the competition doing that might cause difficulties for you?

Ask the tough questions during a SWOT Analysis to best understand the nature of the environment your business or product line faces. Then, take action on your findings.