**PERSONAL SWOT ANALYSIS Name:** Click or tap here to enter text.

|  |  |
| --- | --- |
| **INTERNAL FACTORS** | |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
| *Talk about what you're good at, your unique assets and resources, and how your positive attributes are perceived by others.* | *Talk about improvements you need to make, any resources you lack, and how these negative attributes might be perceived by others.* |
|  |  |
| **EXTERNAL FACTORS** | |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
| *List doors that are currently open to you, opportunities you can capitalize on, and how your strengths can create new connections.* | *List any harmful hazards, competitors, and how known weaknesses can open the door to threats.* |