The 4 elements of SWOT are strengths, weaknesses, opportunities and threats. Strengths are we good at, weaknesses are what we are bad at, opportunities are any external factors that may help us. Threats are any external factor that may make it harder for us.

SWOT helps managers in strategic planning by showing them everything that relates to the mission goal and showing if they need to improve or change mission goals or strategies. An example is I am trying to make a game. My strengths are I have a good knowledge of programming and have experience with programming. My weaknesses are I have no experience making games and im not good at art or music for my game. The opportunities are I am learning game design at university and a threat is I don’t have much time outside of university to make my game. This helps me because it shows me everything relating to being able to make a game, my strategy might be to find people at university to show me how to make a game and make it at university.