

# SUCCESS+

## SWOT ANALYSIS TOOL



# SWOT Analysis Chart

Project Name: \_\_\_\_\_



Strengths



Weaknesses



Opportunities



Threats



Let's get into the details. Take your most pressing SWOT Strengths and outline their nuances with guided note cards to better inform your decision points.

**Strength:** \_\_\_\_\_

What is the driving force behind this strength? Why would it succeed?

Does this strength overpower the risks?

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Let's get into the details. Take your most pressing SWOT Weaknesses and outline their nuances with guided note cards to better inform your decision points.

**Weakness:** \_\_\_\_\_

What is the driving force behind this weakness?

What are concrete steps to improve this weakness?

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What is the driving force behind this weakness?

What are concrete steps to improve this weakness?



Let's get into the details. Take your most pressing SWOT Opportunities and outline their nuances with guided note cards to better inform your decision points.

**Opportunity:** \_\_\_\_\_

How realistic is this opportunity? Is it achievable?

Would this opportunity offset or balance some of the risks? How so?

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How realistic is this opportunity? Is it achievable?

Would this opportunity offset or balance some of the risks? How so?



Let's get into the details. Take your most pressing SWOT Threats and outline their nuances with guided note cards to better inform your decision points.

**Threat:** \_\_\_\_\_

How likely is this threat to come to fruition?

*(If it is ongoing, why does it remain a concern?)*

What are concrete steps to minimize this threat and turn it into an opportunity?

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