**What is a SWOT analysis?**

A SWOT analysis is essentially a detailed pros-and-cons list, and it helps you gather your thoughts about the state of your business and organize them.

SWOT stands for strengths, weaknesses, opportunities, and threats. You evaluate your business in these four areas to identify your organization’s strengths and weaknesses and what opportunities and threats surround you. Thanks to the format’s simplicity, anyone can do a SWOT analysis, but you’ll still reap crucial insights to take action on.

**SWOT ANALYSIS**

|  |  |
| --- | --- |
| **STRENGTHS** | **OPPORTUNITIES** |
|  |  |
| **WEAKNESSES** | **THREATS** |
| DATE: |  |
| **STRENGTHS** | **OPPORTUNITIES** |
|  |  |
| **WEAKNESSES** | **THREATS** |
|  |  |

NOTES: