**PERSONAL SWOT ANALYSIS TEMPLATE**

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| 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. |
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| 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. |
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