

Exercise

Professional Version | US English

SWOT Analysis



Description

SWOT Analysis is a tool, originally from management theory, which can be helpful for considering the likely outcomes of decisions and actions.

Instructions

Consider the strengths, weaknesses, opportunities, and threats of an action.

SWOT Analysis

Action being considered:

Strengths

What are the potential strengths or advantages of taking this action?

Weaknesses

What are the potential weaknesses or disadvantages of taking this action?

Opportunities

What are the potential opportunities that could arise as a result of taking this action?

Threats

What are the potential threats that could arise as a result of taking this action?

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