

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



STRENGTHS AND OPPORTUNITIES

Take **each** strength and determine what opportunities you can create by using that strength.

Strength:

Opportunities:

NB: After you've listed new opportunities for **each** of your strengths, go back to the OPPORTUNITY page and include all these new opportunities if they are not already listed.



WEAKNESSES AND THREATS

Evaluate each weakness to determine what possible future threats can come from it.

Weakness:

Threats:

I can minimize the threat by:

Weakness:

Threats:

I can minimize the threat by:

Weakness:

Threats:

I can minimize the threat by:

NB: After you've listed threats for **each** of your weaknesses, go back to the THREATS page and include all these new threats if they are not already listed.



Action List

Actions to **turn** strengths into opportunities:

Actions to **minimise** threats to my business:
