**Strengths**
What do you do well?
What unique resources can you draw on?
What do others see as your strengths?

**Weaknesses**
What could you improve?
Where do you have fewer resources than others?
What are others likely to see as weaknesses?

**Opportunities**
What opportunities are open to you?
What trends could you take advantage of?
How can you turn your strengths into opportunities?

**Threats**
What threats could harm you?
What is your competition doing?
What threats do your weaknesses expose you to?