



Rinker & Associates

REAL WORLD CAREER STRATEGIES

Today is your day!
Everyone is capable of
living their dream. All it
takes is **courage**,
determination, and
inspiration!

SWOT Analysis Worksheet

SWOT Analysis allows you to understand where to focus your effort. By identifying your strengths and weaknesses, you can effectively determine the areas where your greatest opportunities lie.

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| Strengths: What do you do well? What have you accomplished? What do others see as your strengths? | Weaknesses: What could you improve or do differently? What are your limitations? What are others likely to see as weaknesses? |
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| Opportunities: What opportunities exist for you now and in the near future? What trends could you take advantage of? What areas of leverage could you exploit? | Threats: What trends could harm you? What is your competition doing? What risks await you if you do not prepare for them? |
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