

SWOT ANALYSIS TEMPLATE

Begin assessing your company's external situation by taking a quick pulse of your opportunities and threats. To do so, investigate the various areas listed here to get more specific about what's happening in your operating environment. This format ensures that you're looking at your strengths and weaknesses holistically. As you work through the worksheet, be sure to capture all your thoughts by writing them down.

	INTERNAL	EXTERNAL
Strengths	<p>Capabilities:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Human Capital <input type="checkbox"/> Organizational Capital <input type="checkbox"/> Knowledge Capital <p>Resources:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Financial Resources <input type="checkbox"/> Physical Resources <input type="checkbox"/> Intangible Resources <p>Processes:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Operational Processes <input type="checkbox"/> Customer management Processes <input type="checkbox"/> Relationship management Processes <input type="checkbox"/> Innovation Processes <p>Other:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Technology management <input type="checkbox"/> Communication <input type="checkbox"/> Productivity <p>Current Customers:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Customer mix <input type="checkbox"/> Satisfaction <input type="checkbox"/> Loyalty <input type="checkbox"/> Strength of your value chain <input type="checkbox"/> Strength of your value prop 	<p>Operating Environment:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Political/legal <input type="checkbox"/> Environment <input type="checkbox"/> Social <input type="checkbox"/> Technological <p>Industry:</p> <ul style="list-style-type: none"> <input type="checkbox"/> New competitors <input type="checkbox"/> Substitute products <input type="checkbox"/> Power of suppliers <input type="checkbox"/> Power of buyers <input type="checkbox"/> Competitive rivalry <p>Market:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Growing, shrinking <input type="checkbox"/> Size of markets <input type="checkbox"/> New markets <p>Competitors:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Who they are <input type="checkbox"/> Strengths, weaknesses <input type="checkbox"/> Strategies <input type="checkbox"/> Objectives
Weaknesses		<p>Opportunities</p>
		<p>Threats</p>

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	OPPORTUNITIES	THREATS
STRENGTHS		
WEAKNESSES		