**SWOT Analysis**

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| **STRENGTHS** | **WEAKNESSES** |
| * What do you do well?
* What unique resources can you draw on?
* What do others see as your strengths?
 | * What could you improve?
* Where do you have fewer resources than others?
* What are others likely to see as weaknesses?
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| **OPPORTUNITIES** | **THREATS** |
| * What good opportunities are open to you?
* What trends could you take advantage of?
* How can you turn your strengths and weaknesses into opportunities?
 | * What trends could harm affect your role?
* What is your competition doing?
* What threats do your weaknesses expose you to?
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