

SWOT ANALYSIS

STRENGTHS

Internal (what you can control within your business): Think business systems, staff, suppliers, sales pipeline.

Consider:

- Where are results coming easiest right now? Where is the flow?
- Which capabilities position you uniquely for the next phase?

OPPORTUNITIES

External (what you don't have control over outside of your business): Think broader political, economic or social environment.

Consider:

- What's working, but draining disproportionate energy?
- Where are the bottlenecks?
- What trends, partnerships, or offers align with how you want to work now?
- Where could simplification unlock growth?

WEAKNESSES

Internal

Consider:

- What's working, but draining disproportionate energy?
- Where are the bottlenecks?

THREATS

External

Consider:

- What would stall progress if left unaddressed this year?
- What dependencies need strengthening?