

**STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)**

When you are asked to investigate an idea, a plan or a proposal the SWOT analysis will help you to:

- look beyond your first thoughts
- think at a much higher level
- extend your thinking to consider options and strategies that may counter some weaknesses
- critically look at possible and probable Threats that may arise if the idea, plan or proposal is or is not taken up.

**SWOT Analysis Topic** .....

**Weaknesses**



**Threats**



**Strengths**



**Opportunities**



*“The noblest pleasure is the joy of understanding.” Leonardo Da Vinci.*