**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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