

## STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS [SWOT]

This thinking strategy enables you to push your thinking to hard analysis using logic.

Before you can competently use SWOT, it is essential to understand clearly what **Strengths**, **Weaknesses**, **Opportunities** and **Threats** are.

Often you find it difficult to differentiate between strengths and opportunities, weaknesses and threats.

- Strengths are reasons why it is a good idea
- Opportunities are what benefits and advantages will flow from doing it
- Weaknesses are reasons why it isn't a good idea
- Threats are disadvantages and drawbacks that will flow from doing it

SWOT is a powerful thinking strategy which will benefit your learning and thinking considerably when you master it.

It can be done individually, in small groups or as a class.

SWOT ANALYSIS TOPIC:

### STRENGTHS

What are the reasons why it is a good idea?

### WEAKNESSES

What are the reasons it isn't a good idea?

### OPPORTUNITIES

What benefits and advantages will flow from doing it?

### THREATS

What are the disadvantages from doing it?