

## Your Business SWOT

Directions: For each area in the matrix below, identify the top three things that come to mind for your business.

<h3>Strengths</h3> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>	<h3>Weaknesses</h3> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>
<h3>Your Business</h3>	
<h3>Opportunities</h3> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>	<h3>Threats</h3> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>

## Your Personal Leadership SWOT

Directions: For each area in the matrix above, identify the top three things that come to mind for you personally.

<b>Strengths</b> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>
<b>You</b>	
<b>Opportunities</b> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• 1</li><li>• 2</li><li>• 3</li></ul>