

## How to use:

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. SWOT analyses are generally broken down into two sections: Internal factors (which are the Strengths and Weaknesses) and External Factors (Which are the opportunities and threats). You can think of this as the Internal being things we can control and the external being things we can not control but can plan for. Once you have this planned, you can preemptively plan your responses to the threats and compensate for our weaknesses as well as lean-in on your strengths throughout development.

Strengths	Opportunities
<ul style="list-style-type: none"><li>- Strength</li><li>- Strength</li><li>- Strength</li></ul>	<ul style="list-style-type: none"><li>- Opportunity</li><li>- Opportunity</li><li>- Opportunity</li></ul>
Weaknesses	Threats
<ul style="list-style-type: none"><li>- Weakness</li><li>- Weakness</li><li>- Weakness</li></ul>	<ul style="list-style-type: none"><li>- Threats</li><li>- Threats</li><li>- Threats</li></ul>