

SWOT

1. Identify 5-10 strengths and weaknesses (internal) and 5-10 opportunities and threats (external).
2. Match the internal and external factors and develop actions for relevant matches.
3. Evaluate, prioritise, select and combine 5-10 actions into a strategy.

SWOT	Opportunities <ul style="list-style-type: none"> • • • • • • • • • • 	Threats <ul style="list-style-type: none"> • • • • • • • • • •
Strengths <ul style="list-style-type: none"> • • • • • • • • • • 	Actions: <ul style="list-style-type: none"> • • • • • • • • • • 	Actions: <ul style="list-style-type: none"> • • • • • • • • • •
Weaknesses <ul style="list-style-type: none"> • • • • • • • • • • 	Actions: <ul style="list-style-type: none"> • • • • • • • • • • 	Actions: <ul style="list-style-type: none"> • • • • • • • • • •

In practice this concept can be used in many areas in your life, career, business and leadership. ErhvervsCoach® can help you apply and benefit from this simple and powerful tool, amongst many other tools from our rich coaching toolbox.