

Navigating Change

Planning for change using the **SWOT** analysis.

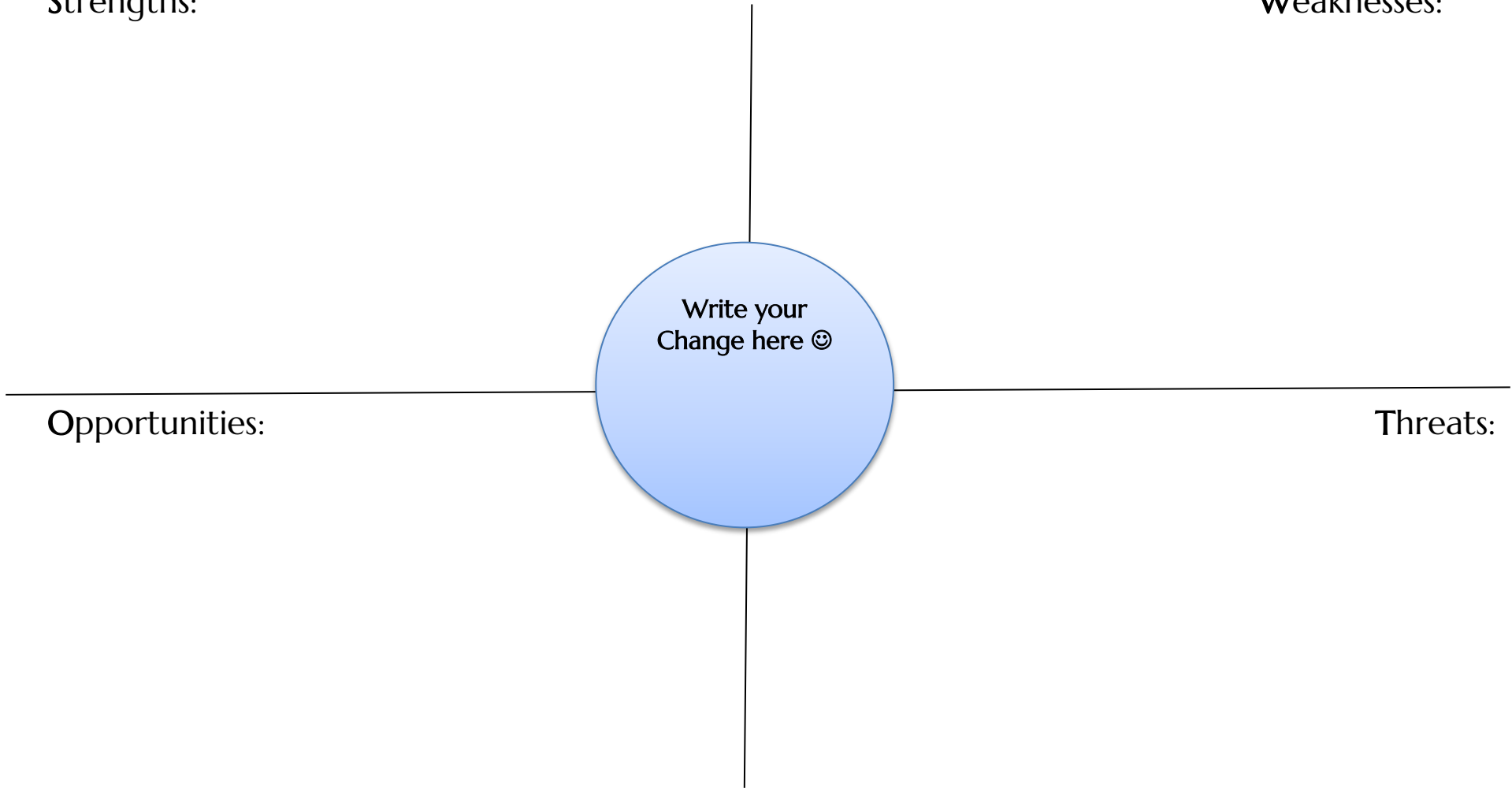
Strengths:

Weaknesses:

Write your
Change here 😊

Opportunities:

Threats:



SWOT Analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you and the Threats.

Strengths

Strengths refer to the internal characteristics which may be deemed favourable to enable change

- What do you do well?
- What unique resources can you draw on?
- What do others see as your strengths?

Weaknesses

Weaknesses refer to the internal characteristics which may be deemed unfavourable to enable change (these could be habits)

- What could you improve?
- Where do you have fewer resources than others?
- What are others likely to see as weaknesses?

Opportunities

Opportunities are external characteristics/people/environments which the individual may use to their advantage.

- What opportunities are open to you if you make the change?
- What trends could you take advantage of to help you plan and take action?
- How can you turn your strengths into opportunities?

Threats

What are the potential threats in your life if you don't make the change – if you do nothing?

- How would this make you feel??
- What impact on your goals might this have?
- Would doing nothing, or fearing the change, enable you to feel better?