



**TERES DEVELOPMENT**  
**LEADERSHIP SERVICES**  
**SWOT ANALYSIS TEMPLATE**

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|---|---|
| <b>SWOT Target:</b> <i>Insert the target of analysis</i>  |   |
| <b>Strengths (5 – 10) – Internal</b>  | <b>Weaknesses (5 – 10) – Internal</b>   |
| <p><i>Strengths should be built upon and enhanced. Strengths are internal to the target, such as the organisation or individual. The target displays some control over a strength. Strengths can be tangible or intangible.</i></p> <p>1.     ...</p> <p>2.     ...</p>                           | <p><i>Weaknesses should be resolved, reduced, avoided. Weaknesses are internal to the target, such as the individual or business. The target displays some control over a weaknesses. Weaknesses can be tangible or intangible.</i></p> <p>1.     ...</p> <p>2.     ...</p> |
| <b>Opportunities (5 – 10) – Environmental</b>   | <b>Threats (5 – 10) – Environmental</b>   |
| <p><i>Opportunities should be seized, exploited and expanded upon. Opportunities are external to the target and are presented by its environment. The target has the potential, with its current resources, to achieve or work towards opportunities.</i></p> <p>1.     ...</p> <p>2.     ...</p> | <p><i>Threats should be avoided, reduced and mitigated against. Threats are identified environmental conditions which are outside the control of the target. They have the potential to harm your target.</i></p> <p>1.     ...</p> <p>2.     ...</p>                       |





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A SWOT analysis is a useful, simple and powerful tool for leaders. It empowers brainstorming, strategic planning and decision making. Its inherent flexibility allows it to be applied to a broad range of analysis needs. Leaders can utilise it to focus on their internal and external environment, their business, themselves or other broad ranging situations. Completing a SWOT analysis will allow you to understand the major issues associated with the target of your analysis. Once they have been identified, the leader then has the responsibility to address them through action.

#### User guide

To utilise the SWOT analysis, first print out the worksheet and insert the target of your analysis. Writing it down on top of the SWOT analysis worksheet will enable you to remain on track as you do your analysis. Then, fill in the strengths, weaknesses, opportunities and treats related to the situation. Further detail has been provided within the template itself on how to fill it out. Here are our tips to assist leaders doing a SWOT analysis:

- Ensure you identify the correct issue to target your analysis on
- Be realistic about the strengths and weaknesses
- Consider involving your team in the process
- Keep it brief, the SWOT tool is not a detailed tool
- Rank your outcomes in order of overall importance
- Use market trends to determine threats and opportunities

Once you have completed the SWOT analysis you need to reflect on the outcome and prioritise which strengths, weaknesses, opportunities and threats you act upon first. Leaders should seek to build on strengths, minimise weaknesses, seize opportunities and proactive counteract against threats. Leaders should consider a range of personal, organisational and environmental factors when considering which outcome to target first. Outcomes for purposes of business planning can be translated in SMART goals or action plans for the leader or group to then achieve.

#### About Teres Development

[Teres Development](#) is a [leadership](#) and [business development](#) consultancy and coaching firm. Its expert consultants have extensive experience and education in leadership, management and business. Leaders, executives and organisations seeking to get the most out of themselves and their leaders should contact Teres Development to discuss their [leadership development programs](#) and [coaching services](#).



Teres Development – Proven leaders, delivering results

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