

SWOT Analysis Checklist

Use this checklist to stay focused and thorough when completing your SWOT analysis. Tick off each step as you go to make sure you've covered everything.

- Define the purpose or focus of your SWOT (e.g. general, marketing, new product)
- Set aside uninterrupted time to reflect on your business honestly
- List at least 3–5 genuine strengths (internal advantages)
- List at least 3–5 honest weaknesses (internal challenges)
- Identify external opportunities (e.g. trends, funding, partnerships)
- Identify external threats (e.g. market shifts, competitors, rising costs)
- Avoid vague language – be specific in each point listed
- Review for patterns or links (e.g. strengths that support opportunities)
- Prioritise items based on urgency and impact
- Create 1–3 clear next steps based on your analysis
- Optional: Share or discuss your SWOT with a mentor, colleague, or advisor
- Review and update your SWOT every 6–12 months or when circumstances change