

Strengths & Weaknesses Self-Assessment Worksheet

Use this worksheet to reflect on the internal aspects of your business. Write down honest answers to each question — these will help you complete the Strengths and Weaknesses part of your SWOT analysis.

Section 1: Identifying Strengths

These are the areas where your business shines. Think about what makes you or your offer better, more unique, or more appealing than others in your space.

- What are your best skills or talents?

- What do your customers or clients praise you for?

- What's something you do faster, cheaper, or better than others?

- What assets do you have (e.g. reputation, equipment, relationships)?

- What's working really well in your business right now?

Section 2: Recognising Weaknesses

This isn't about being harsh – it's about spotting the things that might be slowing you down or costing you more than they should. Many weaknesses are fixable once identified.

- What tasks do you avoid or put off regularly?

- Where do you feel under prepared or under-skilled?

- Have you received any complaints or negative feedback?

- Do you have any gaps in your tools, systems or resources?

- What's holding you back from growing or scaling right now?

Reflection

Which of these answers surprised you the most? Why?
