



Strength: *What are you good at or known for?*

Weakness: *What do you need to work on?*

Opportunity: *Where can you apply your strengths?*

Threats: *What can potentially stop you?*



SWOT + Passion

Final step, identify your passion – if you don't love what you are about to embark on, you may be starting in the wrong direction:

Passion: *What will make you happy?*
