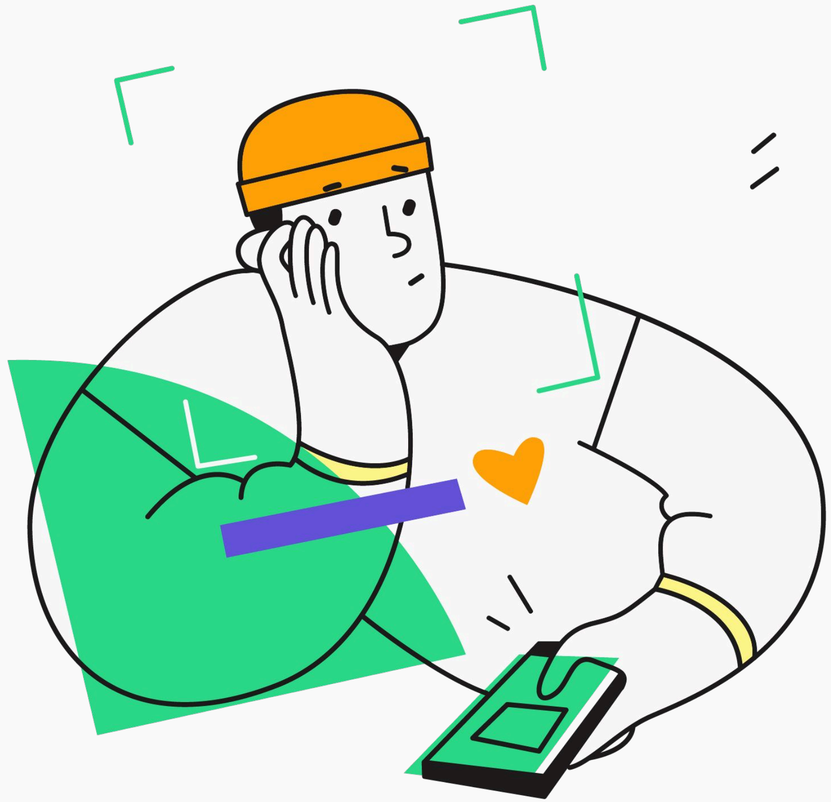
Sparks | wibo

How to evaluate the **key factors** for a project's success?

An evergreen method for analyzing key factors in projects, ideas, and entire businesses.

Complete the exercise on the back of the sheet!



Today you will learn how to conduct a **SWOT analysis**.
SWOT stands for **Strengths**, **Weaknesses**, **Opportunities**, and **Threats**.

01 **Reflect on a goal you want to achieve** or a project/business you want to analyze. Then, write it on the back of the sheet in the designated lines.

02 **Spend five minutes analyzing each key factor** by answering the suggested questions in the designated space on the back of the sheet.

Strengths

1. What am I good at?
2. What resources do I have available?
3. What advantages do I have compared to others competing with me?

Weaknesses

1. In what areas could I improve my actions?
2. In what areas do I lack resources or skills?
3. In what aspects are others competing with me performing better?

Opportunities

1. What trends or technologies can I leverage?
2. Are there needs of other people that I can fulfill?
3. Are there external activities I can participate in profitably?

Threats

1. What external factors could cause me harm?
2. Are there new challenges I hadn't considered?
3. What risks am I already facing, and what risks will I soon encounter?

03 Reflect on your analysis by considering **how to address the negative points to mitigate them and how to leverage the positive points to maximize their impact**. Do this with another person — it can be very helpful.

Sparks | wibo

The SWOT analysis

Write your goal in these two lines.

STRENGHTS	OPPORTUNITIES
WEAKNESSES	THREATS

Internal environment

External environment