**Plan on a Page**

**Name: \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

**SWOT Analysis of: \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_**

An analysis of your current enterprise(s) in comparison with other enterprise possibilities. The analysis of your Strengths, Weaknesses, Opportunities and Threats (SWOT) can be a useful decision making tool for both small and large scale decision making.

|  |  |
| --- | --- |
| **STRENGTHS** | **WEAKNESSES** |
| **OPPORTUNITIES** | **THREATS** |

**STRATEGIES TO BUILD ON**

|  |  |
| --- | --- |
| **Ways to build strengths** |  |
| **Ways to take advantage of opportunities** |  |
| **Ways to reduce the effects of weaknesses** |  |
| **Ways to reduce the effects of threats** |  |

**SET S.M.A.R.T. GOALS for:**

Specific, measurable, achievable, relevant, time bound

|  |  |  |  |
| --- | --- | --- | --- |
| **Goal title / topic** | **1 Year** | **5 years** | **10 years** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |