



NAME..... DATE..... RATING OUT OF 10.....

TITLE: GOING OLD SCHOOL

QUOTE: *“Build up your weaknesses until they become your strengths”* Knute Rockne

OBJECTIVES FOR THE WEEK:

This week, we are going to look at SWOT to see what gaps there are and how you can improve and fix these. It is vital to be honest. Knowing your weaknesses is as important as knowing your strengths.

Strengths and Weaknesses are internal aspects, things you have control over. Opportunities and threats are external, things like the market conditions and the competition that you don't have control of.

Use this set up to get a clear picture of the area you are looking at. Once you have worked out what is going on, you can look to the gaps. What are the weaknesses you can turn into strengths and what are the strengths you can bring to life and celebrate.

STRENGTHS	WEAKNESSES
OPORTUNITIES	THREATS

RESULTS: