**Arrows SWOT ANALYSIS**

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| **INTERNAL FACTORS** |
| **STRENGTHS (+)** | **WEAKNESSES (-)** |
| *Talk about what you're good at, your unique assets and resources, and how your positive attributes are perceived by others.* | *Talk about improvements you need to make, any resources you lack, and how these negative attributes might be perceived by others.* |
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| **EXTERNAL FACTORS** |
| **OPPORTUNITIES (+)** | **THREATS (-)** |
| *List doors that are currently open to you, opportunities you can capitalize on, and how your strenghts can create new connections.* | *List any harmful hazards, competitors, and how known weaknesses can open the door to threats.* |