

**SWOT analysis – decision making exercise**

This exercise helps you to identify these different elements to the option:

* Strengths
* Weaknesses
* Opportunities
* Threats

Rather than looking at just the pros and cons, this helps you look at the decision from a number of perspectives. It is simply about your thoughts and feelings about a particular option, so strengths and weaknesses are mainly internal (to do with you), and opportunities and threats are mainly external (what is available, obstacles etc).

If you take each section in turn, you should find that you gain a different perspective from each of the angles:

|  |  |
| --- | --- |
| Strengths  | Weaknesses |
| Opportunities  | Threats  |

You can take this further by reflecting on the weaknesses and threats you have identified.

Could you change them, or work around the situation?

Are they acceptable in comparison to the strengths and opportunities?