

## SWOT ANALYSIS

A SWOT Analysis is a key tool for your strategic planning. It is a framework for identifying and analyzing your **strengths** and **weaknesses**, as well as the **opportunities** and **threats** you are facing.

**Strengths** are the things that you/your organization/your creative business do particularly well, or could be resources or assets that you have that set you apart from others.

**Weaknesses** are internal attributes and resources that are lacking, which in turn makes you vulnerable. **Opportunities** are external circumstances that, with the right decisions, can help support the work you are doing. **Threats** are external forces or obstacles that can put you at risk.



### Example:

STRENGTHS:	WEAKNESSES:
<ul style="list-style-type: none"> <li>- Books/essays written and edited</li> <li>- Consistent, growing practice</li> <li>- Well developed work</li> <li>- Original work</li> </ul>	<ul style="list-style-type: none"> <li>- Administrative skills/support</li> <li>- Limited resources</li> <li>- No professional publications</li> </ul>
OPPORTUNITIES:	THREATS:
<ul style="list-style-type: none"> <li>- Local writing groups</li> <li>- Calls for inclusion in larger publications</li> <li>- Online publications</li> <li>- Self-publishing</li> <li>- Small press submissions</li> <li>- Collaborations with other creatives</li> <li>- Website/Social Media</li> </ul>	<ul style="list-style-type: none"> <li>- Industry challenges</li> <li>- Grant access</li> </ul>

# GROWING CREATIVE CAREERS



## SWOT Analysis:

Give it a Try!

Fill out this chart according to your assessment of your current working situation (e.g. artistic practice, working for an arts organization, running a creative business, etc.)

STRENGTHS:	WEAKNESSES:
OPPORTUNITIES:	THREATS:



# GROWING CREATIVE CAREERS



## SWOT Analysis:

Now, underneath each entry, write an action or step you can take to address it.

STRENGTHS:	WEAKNESSES:
OPPORTUNITIES:	THREATS:

