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|  | Helpful | Not Helpful |
| Internal Factors | StrengthsAttributes that help you achieve your objective.-What do you do well? -What do other people see as your strengths? | ChallengesLimitations that hinder achieve your objective. - What skills could you improve? - What can you avoid?- What internal barriers / fears hold you back? |
| External Factors  | OpportunitiesFavourable situations that support you.-What opportunities are available to you? -How can you exploit these?What trends might help you? | ThreatsExternal conditions which could create problems.-What obstacles do you face? -How can you lessen these? |