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