Coaching Minds



FREE COACHING TOOL

SWOT *Analysis*

Weigh up two options by mapping the strengths, weaknesses, opportunities and threats of each.

Editable PDF | Type straight into the boxes | Save and reuse with every client

THE CONCEPT

Making *decisions*

The SWOT analysis is a great tool for an either/or decision, when a client is choosing between two options.

Using the tool, we analyse each option to decide which will be the best for us in the long run. We explore:

- The Strengths
- The Weaknesses
- The Opportunities
- The Threats

We reflect on the four areas for each option, then choose from the picture the analysis has painted.

> **As a coach, our aim is to ask the client effective questions around each of the four areas, so that they can complete the boxes themselves.**

How to use this tool

1. Note down the two options the client is choosing between.
2. Pick one to begin with and explore the four areas.
3. Repeat for the second option, then compare the two pictures and capture the decision.

THE EXERCISE

Option one

Strengths and weaknesses are internal, about the client. Opportunities and threats are external, about the world around them.

The option:

Strengths
Internal and positive

Weaknesses
Internal and negative

Opportunities
External and positive

Threats
External and negative

THE EXERCISE

Option two

Strengths and weaknesses are internal, about the client. Opportunities and threats are external, about the world around them.

The option:

Strengths
Internal and positive

Weaknesses
Internal and negative

Opportunities
External and positive

Threats
External and negative

THE DECISION

Compare and *decide*

Look at the two pictures side by side. What stands out, and which option serves the client best in the long run?

What stands out when you compare the two options?

The decision

The first step, and when it will happen