

ROQUE WITH 5 WAYS SWOT: A structured approach to prepare, plan, engage, perform and achieve

YOU / BUSINESS OWNER / LEADER	
STRENGTHS	OPPORTUNITIES
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
WEAKNESSES	THREATS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

BUSINESS / ORGANIZATION / COMPANY	
STRENGTHS	OPPORTUNITIES
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
WEAKNESSES	THREATS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

PRODUCT / SERVICE / SOLUTION / OFFERING	
STRENGTHS	OPPORTUNITIES
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
WEAKNESSES	THREATS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

TARGET CUSTOMER / CLIENT PROFILE / DEMOGRAPHIC	
STRENGTHS	OPPORTUNITIES
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
WEAKNESSES	THREATS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

INDUSTRY / SECTOR / NICHE	
STRENGTHS	OPPORTUNITIES
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
WEAKNESSES	THREATS
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

R	REALITY NOW What is your current situation or state?
O	OPTIONS What choices do you have?
Q	QUEST What are you deciding?
U	UNIQUE NEEDS What do you need before you start?
E	EXECUTION What is your SMART Goal?