



**GIG**

ENTERING THE  
GIG ECONOMY

# The Swot Analysis

## Strengths

## Weaknesses

## Opportunities

## Threats

Make a SWOT analysis of yourself to see where your strengths and weaknesses are but also to spot threats and opportunities.

What makes SWOT especially powerful is that, with a little thought, it can help you uncover opportunities that you would not otherwise have spotted. And by understanding your weaknesses, you can manage and eliminate threats that might otherwise hurt your ability to move forward.