

# Internal & External Factor SWOT Guide for Consulting Plans

## Instructions

Use this template to identify the key internal and external factors for your consulting plan. Populate each quadrant below with succinct, relevant points for your specific context.

Internal Factors

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External Factors

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Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Skilled staff with industry expertise</li><li>• Proprietary methodologies</li><li>• Strong client relationships</li></ul>	<ul style="list-style-type: none"><li>• Limited market presence</li><li>• Resource constraints</li><li>• Dependency on key personnel</li></ul>	<ul style="list-style-type: none"><li>• Emerging markets and industries</li><li>• Technology advancements</li><li>• Strategic partnerships</li></ul>	<ul style="list-style-type: none"><li>• Increasing competition</li><li>• Regulatory changes</li><li>• Economic downturn risks</li></ul>

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## Custom Notes

Add tailored insights and details for each factor as relevant to your consulting plan and client context.