

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

Custom Notes

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