

Your COVID SWOT Analysis

Has the rapid spread of COVID-19 and the subsequent shutdown of "normal" life made you feel like you have little to no control? As a marketing maven, I started to think about my perspective and how I could get through this crisis as the weeks go on. In comes the idea of a Personal COVID SWOT Analysis to look at my own Strengths, Opportunities, Weaknesses and Threats. (Also, I'm a huge marketing nerd!)

You can use this template to acknowledge your strengths, examine opportunities, review weaknesses and accept threats as something you can't control. It helped me get some of my fear and anxiety out of my head and find comfort in my strengths and opportunities. It's in these areas that we can harness our power to do what we can. Let go of what we can't. Be okay having ALL the feelings.

And know that we're in this TOGETHER.

Find questions to help you think through each section at allisonmoore.com/blog/covidSWOT

Strengths

Weaknesses

Opportunities

Threats