



Materials for individual coaching session: Entrepreneurial coaching swot analysis

Entrepreneurial coaching SWOT analysis is a list of questions that can be used in individual coaching session with our clients. Clients have all necessary resources to achieve their goals. Coaching session with SWOT questions is helpful in identifying that resources in the context of future business activity.

	Resources identified by the client	Challenges identified by the client
internal	<p>Strong assets / features</p> <p>What kind of core skills and entrepreneurial competences do you have?</p> <p>Which of them you value the most? Which of your attitudes or personal traits are your best assets?</p> <p>What benefits do your clients gain from cooperation with you?</p> <p>What does your product or service offer to your clients that your competitors don't?</p>	<p>Competences / traits / attitudes for development</p> <p>What kind of your skills and competences need to be developed in the context of your business life?</p> <p>What kind of attitudes do you need to develop or change?</p> <p>Does your product or service needs improvement?</p> <p>How can you improve your product or service?</p>
external	<p>Chances, opportunities and possibilities</p> <p>What kind of chances, opportunities do you see around you / in your background?</p> <p>What opportunities are beneficial to your business?</p> <p>Have you identified the segment of your market that your product / service is targeted to?</p> <p>What kind of changes may appear in your market?</p> <p>Is there a new market you can find and enter to increase your profits?</p>	<p>Threats, risks, rescue plans</p> <p>What poses the risk for your business?</p> <p>Is there any competitor that is going to be the biggest threat to your business?</p> <p>What kind of things are you afraid of?</p> <p>What is the biggest challenge / obstacle for you? Do you have any ideas how to deal with them?</p> <p>How much debt are you carrying / are you going to have when you set up your business?</p> <p>What is the sales volume that you have to achieve to reach the break-even point?</p>

