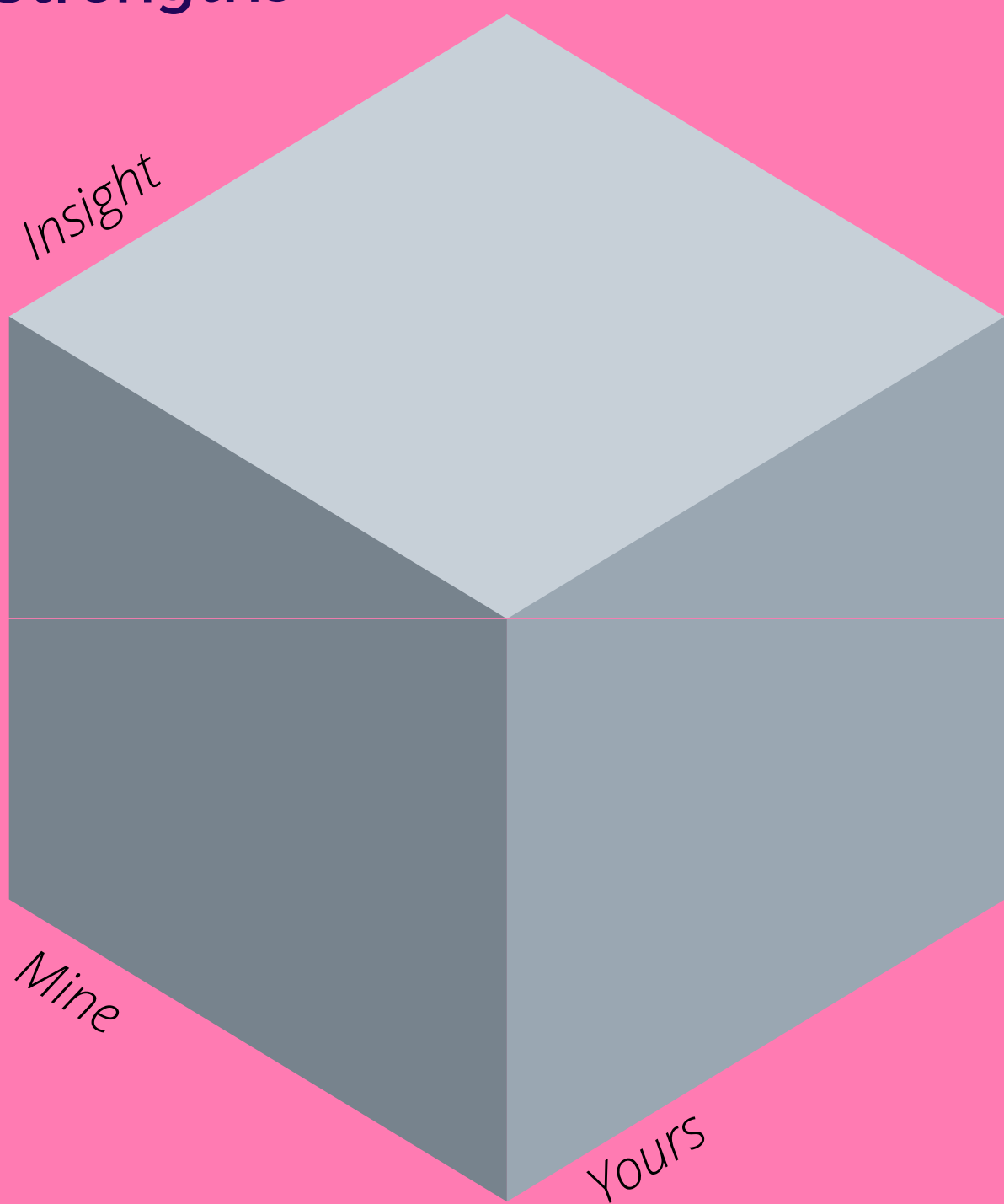


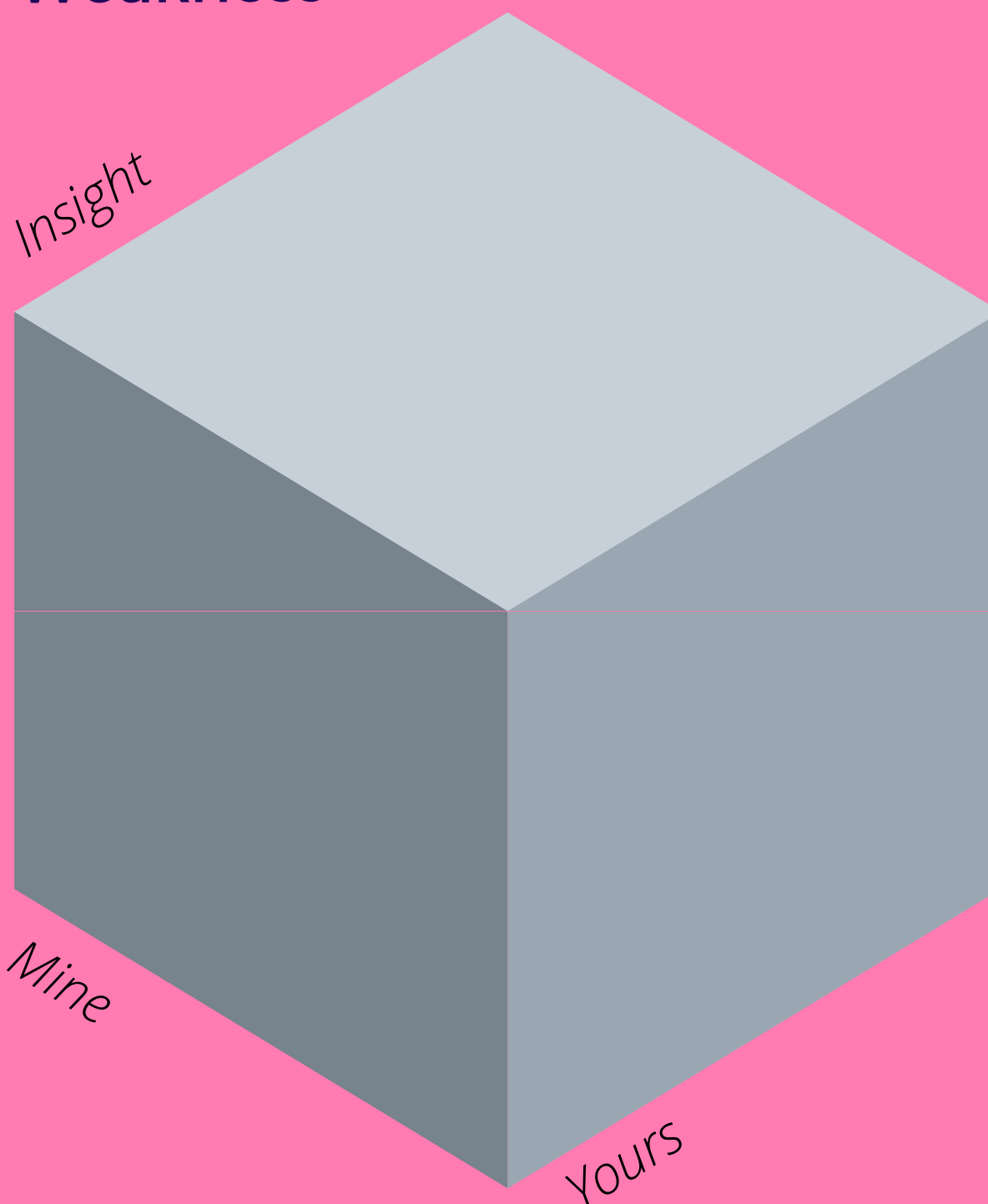
FILL IN YOUR INTERNAL STRENGTHS & WEAKNESS  
THEN YOUR EXTERNAL OPPORTUNITIES & THREATS  
JUXTAPOSE WITH YOUR PARTNER'S SWOTS & ADD INSIGHTS

INTERNAL

**Strengths**

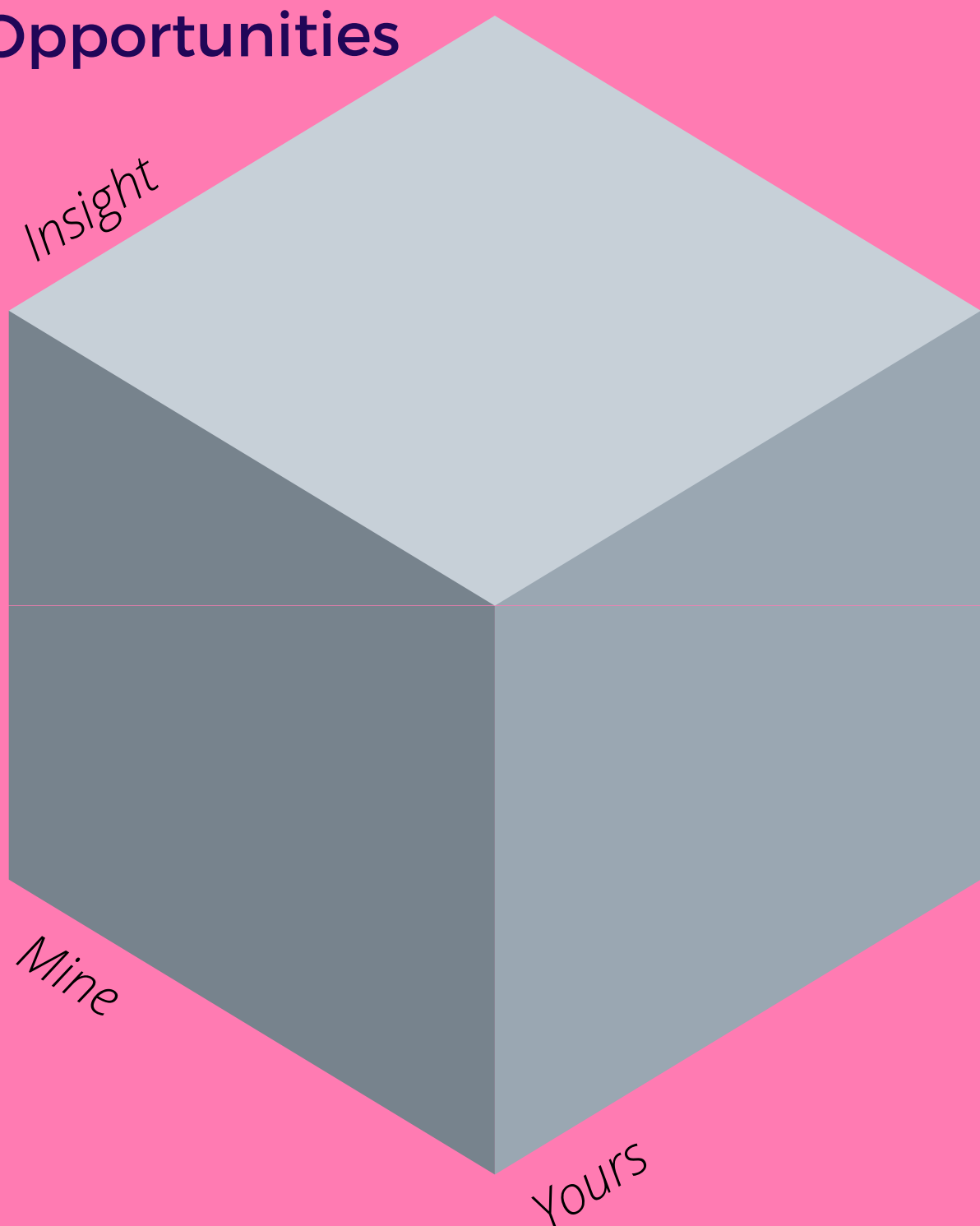


**Weakness**

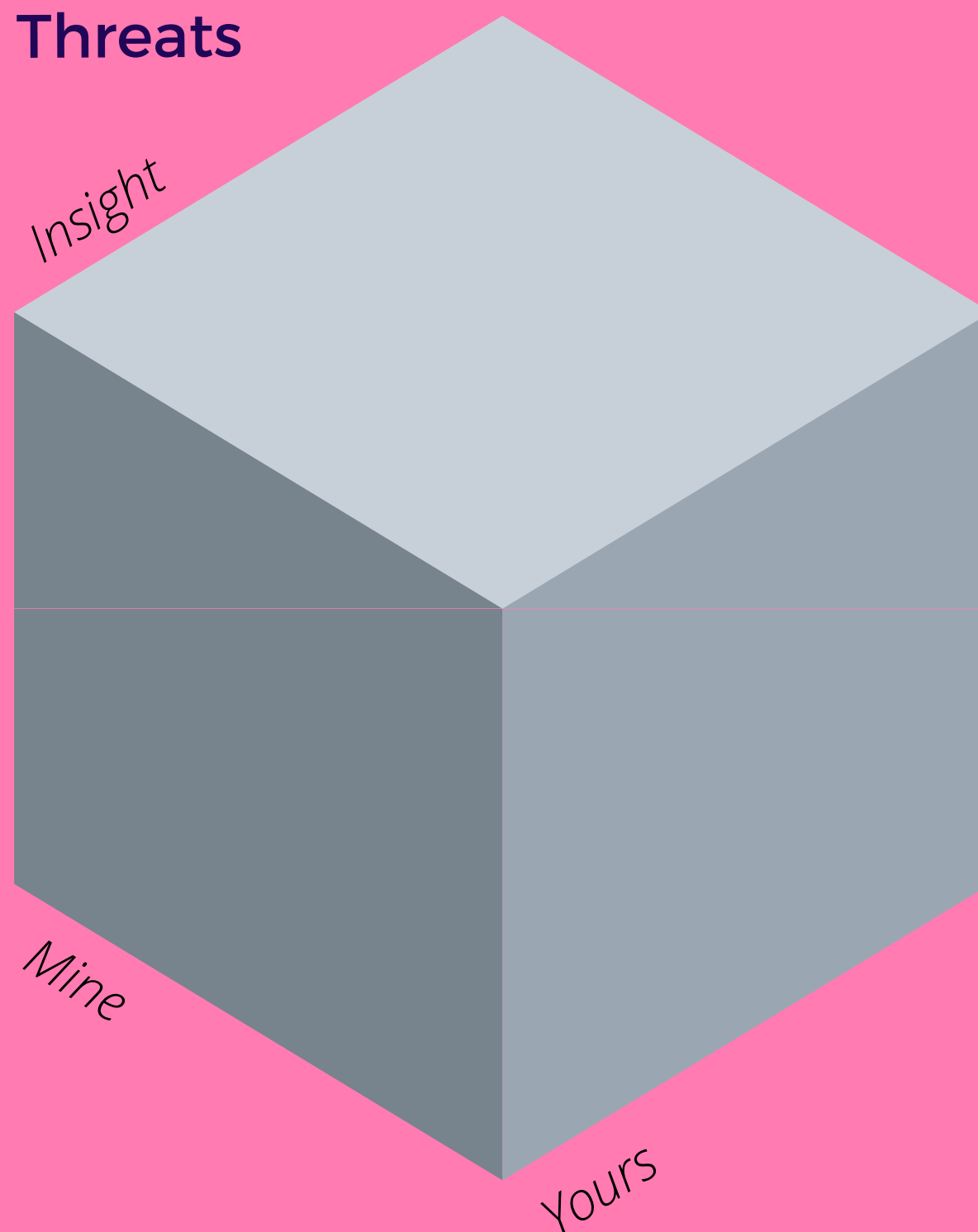


EXTERNAL

**Opportunities**



**Threats**



DESIGN YOUR LIFE TOGETHER

**COUPLE SWOT ANALYSIS**

# Couple SWOT Analysis

## A relational spin on analyzing your cargo for your future together

Don't sweat, just SWOT. This is a general guide. There is no wrong way just your way to do this.

First come internal attributes, so factors that describe you as a person

### Strengths

- Write down your internal strengths regarding all areas of life - not just your daytime activities.
- For instance, what is your educational, professional, vocational qualification? Yet also, what is your human competency, social intelligence, and capacity for empathy and making up?
- What are you good at or proud of? e.g. at holding a stable job and completing projects
- What are your best characteristics?
- What are notable values and beliefs that set you apart or connect you to others?

### Threats

- Next, write down your internal weaknesses regarding not just your work skills
- For instance, where do you have gaps in knowledge and education? And where do you need to grow as a person, parent or child, and partner?
- What are negative characteristics? e.g. easy to anger? too proud to apologize?
- What tasks do you avoid due to a lack of confidence?
- Where do you lack clear goals? e.g. cruising through life as a romantic partner
- What limiting beliefs hold you back? e.g. "You cannot change a person" - a fixed mindset

Next come external attributes, so factors that describe the world you live in

### Opportunities

- Write down opportunities in your environment - at home, at work, in your neighborhood, and culture that present themselves to you
- For instance, can you harness your knowledge in your industry or stand out with an advantage because of X, Y, and Z?
- Is your industry growing? The need for a person like you? Is there a trend for what you represent?
- How can you take advantage of the current market? Of your relational constellation? Your available skills and passion?
- What external support do you see, create and use?
- How is your location beneficial?
- Where can you easily retrain, relocate or close a gap?

### Threats

- Lastly, write down threats that can hurt you in your situation. Again, go beyond the job and see yourself as an individual, a parent, a child, a lover, a goof.
- For instance, what is the state of the economy?
- What are obstacles at work? Challenges to your relationship? Burdens for you?
- Who are you competing with for what?
- How can your skills and assets become obsolete?
- Which trends threaten your position and standing?
- Where can your weakness also become a threat?

### Insights

- After noting the gist of each of your SWOTS, talk jointly to identify 3-5 insights per block.