

# TUNE UP MAGAZINE / WTYU.ROCKS

# SWOT ANALYSIS WORKSHEET

## HOW TO USE THIS WORKSHEET:

- 1. Set Up a Meeting:** Gather your band members and/or trusted external advisors (like a designer, marketer, etc.). This should be a constructive session where everyone can speak freely.
- 2. Fill Out Each Category:** Take time to fill in each section honestly—don't hold back. Be objective and focus on the band as a whole, not just the individuals. Get more paper!
- 3. Review and Discuss:** Once everyone has filled out their answers, discuss the results as a group. Prioritize the most pressing issues and start thinking about next steps.
- 4. Action Plan:** Based on what you uncover, create an action plan for what needs to be improved.

## STRENGTHS

What are your band's strengths? What do you do well?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## WEAKNESSES

Where could your band improve? What's holding you back?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## OPPORTUNITIES

What external opportunities could help your band grow?

What's out there that you could take advantage of?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## THREATS

What external factors could hurt your band's success? What challenges are you facing?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## ACTION PLAN

Take the key insights from your SWOT and turn them into a plan for action. This is where you create a roadmap for your next steps.

1. What needs immediate attention?
2. What are the first steps to address your weaknesses?
3. What can you do to capitalize on your opportunities?
4. How will you mitigate or address the threats?

## NOTES FOR THE TEAM:

- **Stay Objective:** Don't take criticism personally; this is about improving the band as a whole.
- **Prioritize:** Focus on what will make the most impact. Not everything needs to be fixed overnight.
- **Get Everyone's Input:** Make sure everyone in the band feels heard and their thoughts are considered.

This worksheet is designed to help you take a focused look at your band's strengths and weaknesses and identify opportunities to grow while addressing external challenges. Use it as a guide to help create actionable steps that will improve both your band's internal dynamics and your brand's overall success.