**2018 REFLECTION AND ANALYSIS WORKSHEET**

*Use this worksheet to help guide you through reviewing your personal performance, perform a competitive analysis, and identify new opportunities in your market. This analysis will help you prepare for your 2019 business plan deployment and determine what areas you should focus on in 2019.*

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| **PERSONAL PERFORMANCE REVIEW** | | | | | | |
| **What did you accomplish in 2018?** (List 3-5 major accomplishments) | | |  | | | |
| **What challenges did you face?** | | |  | | | |
| **COMPETITIVE ANALYSIS** | | | | | | |
|  |  | **You** | | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| Overview | Value Proposition |  | |  |  |  |
| Target Market |  | |  |  |  |
| Marketing Strategies |  | |  |  |  |
| SWOT Analysis | Strengths |  | |  |  |  |
| Weaknesses |  | |  |  |  |
| Opportunities |  | |  |  |  |
| Threats |  | |  |  |  |
| **MARKET ANALYSIS** | | | | | | |
| **Summarize 2-3 trends that dominated the market in 2018** (e.g., rising home prices, rate hikes). | | |  | | | |
| **Do some research, then list 2-3 trends that experts predict for the market in 2019.** | | |  | | | |
| **Do these trends present any areas of opportunity for you?**  If so, how? | | |  | | | |