



Personal SWOT Analysis

Strengths	Weakness
Opportunities	Threats



Personal SWOT Analysis

Strengths	Weakness
<p>Write down 3 strengths that you have. What are your personal strengths? What do you do well? When you are performing at your best, what do you notice about yourself? What additional strength can you add to your list? What strength would your Mum say you have? How would your best friend describe you? What internal strength is missing for your list? What advantages do you have that others don't have (for example, skills, certifications, education, or connections)? What do you do better than anyone else? What personal resources can you access? What do other people see as your strengths? Which of your achievements are you most proud of? What values do you believe in that others fail to exhibit? Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?</p> <p>Consider this from your own perspective, and from the point of view of the people around you. And don't be modest or shy – be as objective as you can</p>	<p>Where do you see your areas for development? What area do you know you could use some additional knowledge? What are you secretly aware of that you would like to improve about yourself? What causes you most concern about yourself? What else would you like to enhance about yourself? If you could select one area for personal development, what would that be? Weaknesses What tasks do you usually avoid because you don't feel confident doing them? What might the people around you see as your weaknesses? Are you completely confident in your education and skills training? If not, where are you weakest? What are your negative work habits? Do you have personality traits that hold you back in your field?</p> <p>Consider this also from a personal/internal perspective and an external perspective. Do other people see weaknesses that you don't see? Be realistic, this is a chance to be honest with yourself</p>



Opportunities	Threats
<p>What opportunities do you foresee? What opportunities do you currently face? How are you viewing these opportunities? What opportunities would you like to create for yourself? What is the most obvious opportunity that you could take advantage of? What would your Dad tell you is an opportunity for you? What else is an opportunity for you? What new technology can help you? Or can you get help from others or from people via the Internet? Is your industry growing? If so, how can you take advantage of the current market? Do you have a network of strategic contacts to help you, or offer good advice? What trends do you see and how can you take advantage of them? Are any of your competitors failing to do something important? If so, can you take advantage of their mistakes?</p>	<p>What threats do you see? What is likely to cause you personal imbalance? What external factors cause you concern? What is the obvious threat for you? What has created a threat for you in the past? How likely is this now? What threats present themselves from your list of weaknesses? What obstacles do you currently face at work? Is your job (or the demand for the things you do) changing? Does changing technology threaten your position?</p>
<p>Also, look at your strengths; ask yourself whether these open up any opportunities – and look at your weaknesses; ask yourself whether you could open up opportunities by working on those weaknesses.</p>	<p>Performing this analysis will often provide key information – it can point out what needs to be done and put problems into perspective.</p>