

Personal SWOT Analysis – To Help You Develop Self Awareness

A SWOT analysis is a simple but effective tool used by businesses to map inner strengths, weaknesses, and the opportunities and threats presented by the competitive landscape.

It's also a valuable way for us, personally, to recognise our own competencies, the opportunities that are out there for us, and areas where we are lacking or vulnerable.

Fill in all of the boxes below honestly (acknowledging what you're good at is not bragging) and without being self-critical. Think about how others might describe you objectively.

<p>Strengths (intrinsic to you)</p> <p>What do you do well or better than others? What raises your energy? What skills/ talents/ knowledge/ resources/ connections do you have? What do others see as your strengths? What do you like about yourself? What do you enjoy doing? What comes effortlessly to you?</p>	<p>Weaknesses (intrinsic to you)</p> <p>What could you improve? What lowers your energy? What do you put off doing? What skills or talents do you lack? What do others see as your weak points? What do you need to face up to? What are your bad habits? What causes you to fail? What should you avoid?</p>
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<p>Opportunities (available outside)</p> <p>What opportunities are out there for you? What's in demand that you could satisfy? What trends could you benefit from? Which strengths could you capitalize on? What training, connections or resources could you take advantage of?</p>	<p>Threats (coming from outside)</p> <p>What trends and threats could harm you? Who are your competitors and what are they doing that you're not? What threats do your weaknesses expose you to? What obstacles do you face? Where are you behind the curve?</p>
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