**Personal SWOT Analysis Instructions**

To perform a personal SWOT analysis, consider the following questions and complete the worksheet on page 3.

A completed example is also included for your information.

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| Strengths* 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 (and your boss, in particular) see as your strengths?
* Which of your achievements are you most proud of?
* What values do you believe in that others fail to exhibit?
* What is the strength of your network? What connections do you have with influential people?

Tip:Think about your strengths in relation to the people around you. For example, if you're a great mathematician and the people around you are also great at math, then this is not likely to be a strength in your current role – it may be a necessity. | Weaknesses* What tasks do you usually avoid because you don't feel confident doing them?
* What will the people around you see as your weaknesses?
* What are the gaps in your education and skills training?
* What are your negative work habits (for example, are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress)?
* Do you have personality traits that hold you back in your field? For instance, if you have to conduct meetings on a regular basis, a fear of public speaking would be a major weakness.

Tip:Consider this from a personal/internal perspective and an external perspective. Do other people see weaknesses that you don't see? Do co-workers consistently outperform you in key areas? Be realistic – it's best to face any unpleasant truths as soon as possible. |
| Opportunities* 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 (management or otherwise) do you see in your company, and how can you take advantage of them?
* Are any of your competitors failing to do something important that you are really good at? If so, can you take advantage of this situation?
* Is there a need in your company or industry that no one is filling?
* Do your customers or vendors complain about something in your company? If so, could you create an opportunity by offering a solution?

Tip:Look at your strengths and ask yourself whether these open up any opportunities – and look at your weaknesses and ask yourself whether you could open up opportunities by eliminating those weaknesses. | Threats* What obstacles do you currently face at work?
* Are any of your colleagues competing with you for projects or roles?
* Is your job (or the demand for the things you do) changing?
* Does changing technology threaten your position?
* Could any of your weaknesses lead to threats?
* Is your organization or industry moving to an environment that is unfamiliar to you or doesn’t utilize your strengths?
* Are your peers outdistancing you in key areas?
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 **A Personal SWOT Example**

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| **Strengths** What do you do well? What unique resources can you draw on? What do others see as your strengths? | **Weaknesses** What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses? |
| * I'm very creative. I often impress clients with a new perspective on their brands.
* I communicate well with my clients and team.
* I have the ability to ask key questions to find just the right marketing angle.
* I'm completely committed to the success of a client's brand.
 | * I have a strong, compulsive need to do things quickly and remove them from my "to do" list, and sometimes the quality of my work suffers as a result.
* This same need to get things done also causes me stress when I have too many tasks.
* I get nervous when presenting ideas to clients, and this fear of public speaking often takes the passion out of my presentations.
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| **Opportunities** What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities? | **Threats** What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to? |
| * One of our major competitors has developed a reputation for treating their smaller clients poorly.
* I'm attending a major marketing conference next month. This will allow for strategic networking and offer some great training seminars.
* Our art director will go on maternity leave soon. Covering her duties while she's away would be a great career development opportunity for me.
 | * Simon, one of my colleagues, is a much stronger speaker than I am, and he's competing with me for the art director position.
* Due to recent staff shortages, I'm often overworked, and this negatively impacts my creativity.
* The current economic climate has resulted in slow growth for the marketing industry. Many firms have laid off staff members, and our company is considering further cutbacks.
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