

Personal SWOT Analysis

A personal SWOT analysis requires real introspection. Set aside the time to think deeply, then sleep on it and revisit your analysis the next day. You won't think of everything in one sitting and questions or answers that pop into your brain overnight might be the most revealing insight of the entire exercise. Return to your analysis a few times over a week or two to truly capture complete answers.

Begin by identifying your strengths – the traits or skills that set you apart from others. Ask yourself these questions:

1. In what areas do I naturally excel?
2. What skills have I worked to develop?
3. What are my natural-born gifts?

The next step is identifying weaknesses – the areas you need to improve because they could cause career setbacks. These are some questions to consider:

4. What are my negative work habits and traits?
5. Does any part of my education or training need improvement?
6. What would other people view as my weaknesses?

Proceed to the opportunities section, which are the external factors you can leverage to get a promotion, find a new job or determine a new career direction. Here are some questions to ask yourself:

7. What is the current state of the economy?
8. Is my industry growing?
9. Is there new technology in my industry to learn?

Finally, look at any threats – the external factors that could hurt your chances of attaining your goal. Consider these questions:

10. Is my industry contracting or changing direction?
11. Is there competition for the types of jobs for I am interested in?
12. What is the biggest external danger to my goal?

| Strengths | Weaknesses |
|----------------------|-------------------|
| | |
| Opportunities | Threats |
| | |