



Article: Personal SWOT analysis

Identifying the strengths and weaknesses and analyzing the opportunities and threats that flow from them SWOT Analysis is a useful technique that helps you do this. ¹

SWOT stands for "strength, weakness, opportunity and threat" analysis.

The goal of a SWOT analysis is to evaluate the past, present, and future of your company or individual career goals.

A personal SWOT analysis, however, may be more useful if you focus on a specific goal or problem that you want to address. This is because we all have a number of very diverse goals. The skills and attributes that may help us towards one goal may be irrelevant, or even a weakness, in another context.

✓ Identify the goal that you want to achieve

Goals help us to focus on what we want to be or where we want to go with our lives. They can be a way of utilizing knowledge, and managing time and resources, so that you can focus on making the most of your life potential.

✓ Identify the personal strengths that will help you to achieve it

These areas are generally internal, that is, they relate to you personally, and the resources and skills that are available to you. They are, therefore, things that are generally under your control.

It is often helpful to consider knowledge, skills, experience, resources and support that you have available.

Ask yourself these questions:

- What are your talents, skills, or natural-born gifts?
- Which of your achievements are you most proud of?
- What values do you believe in that other 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?

✓ Identify the personal weaknesses that could prevent you.

This part examines the areas in which you need to improve and the things that will set you back in your career.

Ask yourself these questions:

- What are your negative work habits and traits?
- Does any part of your education or training need improvement?
- What would other people see as your weaknesses?
- What tasks do you usually avoid because you don't feel confident doing them?

¹ You can go back, "remind" the previous activity - "create a personal vision"



- ✓ **Identify any personal opportunities that could enable you to achieve the goal, and also that you will be able to take advantage of when you have achieved it**

Opportunities are generally external, relating to the environment and those around you, rather than you yourself.

Ask yourself these questions:

- What opportunities are open to you?
- What trends could you take advantage of?
- How can you turn your strengths into opportunities?
- Can acquiring new skills give you a competitive advantage?

Identify any threats

These are external things and events that are worrying you, or that might happen and prevent you from either achieving your goals or taking advantage of the benefits.

Ask yourself these questions:

- What obstacles do you currently face?
- Could any of your weaknesses lead to threats?
- What threats could harm you?
- What threats do your weaknesses expose you to?

Review and prioritize

Finally, as always with development activities, and anything that looks like strategic thinking, it is a good idea to review your analysis. Ask yourself:

Is this recognizably me?

Is there anything that I have forgotten?

And finally:

Which areas are most important in each of the four categories in the analysis?

Try to highlight one, or at most two, things from each of strengths, weaknesses, opportunities, and threats that you think will be most important in achieving (or preventing you from achieving) your goal. Those areas will be your priorities for action.