

Personal SWOT

This framework will help you to discover your Strengths, Weaknesses, Opportunities, and Threats (SWOT). This technique assesses these four aspects of your business or life. SWOT Analysis is a tool that can help you analyze what you do best now and devise a successful future strategy.

Use the questions on this page as a guidance to fill the empty SWOT framework on the following page.

	Positive	Negative
Internal	Strengths	Weaknesses
	What do think you do better than others?	Where do you fall behind compared to others?
	What do you have access to that others don't?	Are you confident in all skills/training?
	What accomplishments in your career are you proud of?	What are you not comfortable doing?
	What do others see as your strengths?	What do others see as your weaknesses?
	What are your positive traits?	What tasks do you avoid doing because of a lack of confidence?
	What are your advantages? Education, family, connections	What disadvantages do you have?
	What values do you have that may help you reach your goals?	What fears do you have that may be holding you back?
	What is your greatest achievement?	What are your negative habits or traits?
External	Opportunities	Threats
	Is there a need that no one is filling?	What obstacles do you currently face?
	Is people around you complain about something?	What problems do you see developing?
	New technology that can help?	Is anything changing that could be negative?
	Market / political / economic trends?	Could a weakness lead to a threat?
	How can you turn your strengths into opportunities?	Could any of your weaknesses prevent you from succeeding?
	How can you turn your weaknesses into opportunities?	Do any of your strengths hold you back?
	How is your field changing? How can you take advantage of those changes?	Do you have any obligations that may limit your development?
Do you have contacts that could help you?	Are you competing with others for what you want?	



	Positive	Negative
	Strengths	Weaknesses
Internal		
External	Opportunities	Threats