PERSONAL SWOT ANALYSIS

STRENGTHS

- What do you do better than anyone else?·
- What personal resources can you access?
- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?
- Are you part of a network that no one else is involved in?

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?
- Are you completely confident in your education and skills training? If not, where are you weakest?
- What are your negative work habits?

OPPORTUNITIES

- Is your industry growing? If so, how can you take advantage of the current market?
- Is there a need in your company or industry that no one is filling?
- What new technology can help you? Or can you get help from others or from people via the internet?
- Do you have a network of strategic contacts to help you?

THREATS

- What obstacles do you currently face at work?
- Are any of your colleagues competing with you for projects?
- 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?