

Personal SWOT Analysis

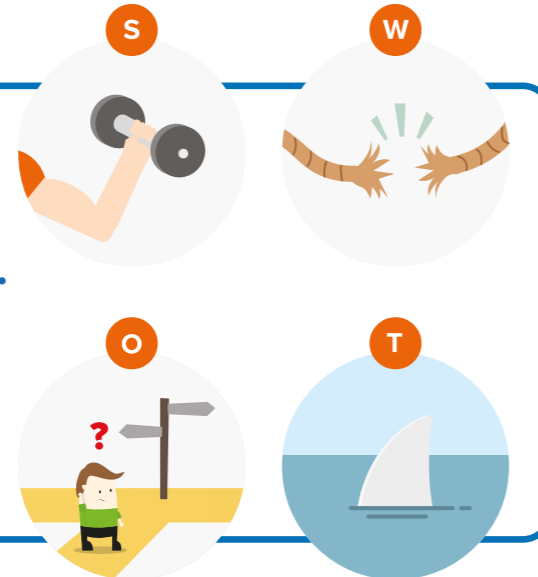
Bring Clarity and Direction to Your Career



Start Here

SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

A personal SWOT analysis can help you to achieve your goals, make the most of your talents, and recognize new opportunities.



How to Use SWOT

All you need is paper and a pen to write down your thoughts. Or, you can **download our free SWOT worksheet**. You're ready to go!



1. Identify Your Strengths

What are you really good at? Which achievements are you most proud of? What skills do other people compliment you on?

1

2. Consider Your Weaknesses

What could you do better? What tasks do you routinely avoid? What do other people see as your weaknesses?

2

3. Look for Opportunities

Is your industry growing? Is a new role likely to open up? How can you extend your professional network?

3

4. Identify Threats

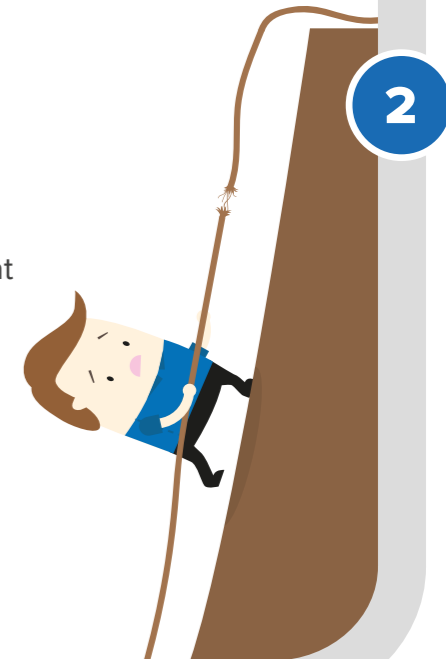
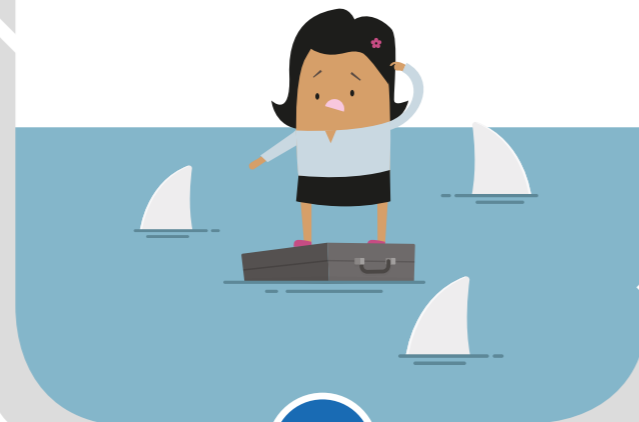
What obstacles do you face? Is the nature of your job changing? Do your weaknesses jeopardize your position?

4

Now you've completed your SWOT analysis, it's time to take action!

Make a **plan** that shows how you will utilize your strengths, seize your opportunities and minimize any weaknesses and threats.

This can provide clarity and direction for your life and career, and set you on the path to success!



Learn more about Personal SWOT Analysis, and download your free worksheet, at: www.mindtools.com/personalswot