

# PERSONAL SWOT MATRIX

NAME

GOAL

## STRENGTHS (1)



**Internal factors (dependent solely on you) that can help you achieve your goals:**

- Which skills, abilities or resources can you really count on?
- What positive things do others say about you? Which positive aspects of your character do they highlight?
- Do you already have a Personal Brand, reputation or fame you can count on?
- Which success stories, experiences or achievements can you leverage?
- Which qualifications or experiences show what you are capable of?
- What do you think you can do well, if not better, than anyone else? What makes you unique?
- Why do others love working and / or dealing with you?
- Why is your best friend your best friend (what is it about you)?
- When you talk to others which characteristic episode, story, anecdote about you generates the most attention or enthusiasm?
- What are your passions and your interests?
- What are your values?
- Which causes do you support? What motivates you the most?
- Which dream, project or idea has you jumping out of bed enthusiastically in the morning?

## WEAKNESSES (3)



**Internal factors (dependent solely on you) that can stop you from reaching your goals:**

- What do you need to improve to achieve your goals?
- Which skills or resources in line with your goals do you need to acquire quickly?
- Have you received negative feedback on your skills or performance?
- Which activities do you put off until the very last minute?
- Which experiences or credentials do you lack?
- Which adverse aspects of your behaviour affect your work negatively (e.g. lateness, untidiness, poor stress management, etc.)?
- Which aspects of your character tend to create problems, embarrass you, or generate the most criticism from others?
- Which resources do you waste the most?
- What do others tell you when they mention your weaknesses?
- Is there any aspect of your appearance or character that embarrasses you or makes you feel uncomfortable?

## CONVERT (5)

**See if you can reduce or eliminate any Weaknesses or, better, transform them into Strengths or even into valuable Opportunities:**

- Are there partners, training courses, consultations or investments that can help you?
- Are there any situations or business sectors in which your Weaknesses could be considered Strengths?
- Are there people who see something interesting or useful in something that you view negatively?

## MATCH (6)

**Starting from your Strengths, identify one or more Opportunities you can seize. Which scenario or opportunity is the easiest and quickest for you to implement?**

## OPPORTUNITIES (2)



**External factors that can help you achieve your goals:**

- Can you see any shortcomings or unresolved problems in your industry / market?
- Are you aware of any specific or obvious needs, or desires, or issues that others lack awareness of?
- Which recurring or new trends can you take advantage of and how?
- Is your industry growing? If so, how, in the current market, can you personally benefit from the growth?
- Are there new technologies / tools / approaches you could learn and that could back you up?
- Are there examples of other people, maybe in other countries, who are successful in your field?
- Do you know any influential people?
- Are you part of a key network in your sector?
- Which networking opportunities could you seize in order to meet people who could help you?
- What is going on around you that could be useful to you?
- Are others around you struggling and can you figure out what they are doing wrong? Can you do better?
- Are there any events, courses or seminars you should attend?
- Are there legislative or regulatory changes affecting your geographical area or industry that could be advantageous for you?

## THREATS (4)



**External factors that can prevent you from achieving your goals:**

- What negative trends are at play today?
- What does everyone complain about in your industry/field?
- Are there others aiming at your market / target / position / role? (competition)
- What are they doing to achieve their goals? Something similar to you or something different?
- Are there any technological changes that might threaten your position or profession?
- Are there any factors and / or obstacles that might cause you problems due to your Weaknesses?
- Are any legislative changes affecting your geographical area or sector?
- Do you foresee cost increases in the short and medium term that will affect your industry/field?

## MANAGE (7)

**Rank the Threats from low - threats you can probably ignore - to high - threats you can manage with an action plan.**

**See if you can eliminate or reduce any of the threats, or transform them into Opportunities via your own Strengths, or with the help of others.**