Personal SWOT Exercise
Get to Know You!

BACKGROUND: SWOT Analysis is a commonly used tool in Business to identify organizational or team Strengths, Weaknesses and drive out Opportunities and Threats. But did you know you can also do your own personal SWOT analysis? Use the results to distinguish yourself, recognizing your unique skills, strengths and talents, plan strategies to manage your weaknesses and threats and take advantage of any opportunities!

NOTE: This is not about being modest or overly self-critical. Just answer the questions honestly – and remember to think about it from both your perspective *and* those around you!

STRENGTHS **What do you do well? What do you better than others?** **What unique skills and talents do you have?** **What do others see as your strengths?** **What are you proud of, like about yourself, enjoy doing?**	**WEAKNESSES** **What could you do better? What do you avoid?** **Where do you have less skill or talent than others?** **What are others likely to see as weaknesses?** **What do you need to face up to?**
OPPORTUNITIES **What opportunities are out there for you?** **What trends[1] could you take advantage of?** **Which strengths could you turn into opportunities?** **What is going on locally that you could capitalize on?**	**THREATS** **What trends and threats[1] could harm you?** **What is your competition doing?** **What threats do your weaknesses expose you to?** **What obstacles do you have coming up?**

[1] Eg. Changing technology, government, professional or organizational policy or environmental, market, social, economic, lifestyle or demographic trends.