

Activity 9.2: SWOT Analysis

Use to assess comprehensive assess strengths, weakness, opportunities and threats before goal planning.

Background. SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis is a powerful tool typically used by businesses in strategic planning processes. Typically, *internal* strengths and weaknesses, and *external* opportunities and threats are assessed by a group of stakeholders.

You can use the SWOT template on the next page for any issue you want to change. Since self-control is such a multi-faceted issue that doesn't just affect yourself, it is a good topic for a SWOT.

- ✓ Start by outlining your strengths (your skills and talents), proceed to outlining your key weaknesses (things you could improve)
- ✓ Move on to identify possible opportunities if and when you resolve the issue.
- ✓ Move to the last quadrant and identify the threats—particularly what will most likely occur if you don't change.
- ✓ Revisit all four and consider what is most important to address, as well as the order in which the items should be addressed to most effectively remedy the situation.
- ✓ Before taking action based on your SWOT get feedback from a person you trust or have to collaborate with.
- ✓ An example of how to use a SWOT to increase self-control can be found in appendix C under "Derry's Journey to Enhanced Self-Control."

More. Mind Tools provides an excellent overview of how to apply a SWOT analysis to your personal well-being at https://www.mindtools.com/pages/article/newTMC_05_1.htm.

Activity 9.2b: My SWOT Analysis

Focus Area _____

Strengths

Weaknesses

Opportunities

Threats

Activity 9.2c: My _____ Draft Plan

Issue 1: _____

Goal:

Strategies:

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Issue 2: _____

Goal:

Strategies:

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Issue 3: _____

Goal:

Strategies:

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