

# Personal SWOT Analysis

The SWOT Analysis is a commonly used business tool that is helpful when companies are embarking upon strategic planning initiatives like evaluating their competition, determining their likelihood for success, or project planning.

The SWOT analysis has also been increasingly used as a tool for individuals to evaluate their career potential and entrepreneurial goals, allowing them to take a deep look inward and determine their the strengths, weaknesses, opportunities, and threats in their lives as they pertain to a particular goal.

SWOT stands for strengths, weaknesses, opportunities, and threats.

Consider the questions below to help you complete the personal SWOT assessment on the following page.

## Strengths

- What do I do well?
- Why would someone choose me?
- What do I do or have that sets me apart from others (what makes me different)?
- What do I do better than others?
- What skills or traits am I recognized for?

## Weaknesses

- How can I better myself?
- Are there habits I need to change or eliminate to be successful?
- Is there a core competency or educational requirement that I am lacking?
- What skill or interest can I strengthen?
- What might cause someone else to be chosen over me?

## Opportunities

- What opportunities exist to help me get to where I want to be?
- Are there any people in my network that can assist or support me?
- Are there resources that I can take advantage of?
- Do I have a talent or skill that I could use more often?
- Is there something I could be doing differently?

## Threats

- Who are my competitors?
- Are there laws, policies, or regulations that I should be considering?
- Could any of my weaknesses threaten my potential to be successful?
- Are there things I need to purchase or outsource before I can become successful?

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Strengths

Weaknesses

Opportunities

Threats