

Personal SWOT is a tool for you. After you learn all the necessary details about yourself, you can make an effort to make positive changes which will lead to new opportunities. SWOT is a tool for you. After you learn all the necessary details about yourself, you can make an effort to make positive changes which will lead to new opportunities.

Strength – These are the areas that you have an advantage over or also considered as your assets (i.e. talents, skill sets, capabilities, etc.). Knowing your strengths will help you to be more confident in every aspect of your life — work or personal. Here are a few questions to ask yourself when filling this part.

- What benefits do you have which others do not have? This could include skills, knowledge, education, or connections.
- What is your X-factor?
- What is your unique value proposition?
- What is your personal brand?
- What are you better at than anyone else?
- What personal resources do you have access to?
- What do other people see as your strengths?
- Which achievements are you most proud of?
- What values do you believe in that others fail to show?
- Are you part of a network no one else is involved in? What connections do you have with powerful people or decision-makers?
- What are you good at naturally or what are your talents?
- What are the professional qualifications/certifications you have that makes you stand out from the rest?
- What do you do better than anyone else?
- Can your expertise in some areas make a difference to the organization?
- Which of your achievements are you most proud of?
- What do other people see as your strengths?

Weakness – These are the areas that you need improvement on or that there are other people who can do tasks better than you. The second step is to identify your weaknesses. Identifying weaknesses is the best way to improve them or to find partners or mentors who can help you. Here are a few questions to ask yourself when filling this part.

- Do you miss something that others have? What is it?
- Do you have personality traits that hold you back in your field?

- What are your negative work or everyday personal habits?
- Does any part of your education or training need improvement?
- What will the people around you see as your weaknesses?
- What work do you usually avoid because of lack of confidence?
- What do people think your weaknesses are?
- Are you happy with your education and skills training?
- Do you have any negative work habits?
- Which of your personality traits hold you back?

Opportunity – These are the possibilities where you can take advantage of, or where your talents, skills, and capabilities can flourish which leads to the achievement of your dreams, goals, and ambitions. Now it's time to think about external influences.

Opportunities come in different shapes and forms. Sometimes opportunities pass by you without you even noticing them. So here are a few things to be on the lookout for.

- How can you transform your strengths into opportunities?
- How can you create opportunities by enhancing your strengths?
- How can you create opportunities through management or remove your weaknesses?
- What changes can you make in your personal life to give yourself a chance?
- How can your organization deliver opportunities for you?
- Are there any significant changes/advancements in your industry that you can take advantage of?
- Are there any training courses you think would make you stronger at your job?
- What new technology can assist you?
- Can you take advantage of the market in its present state?
- Do you have a network of strategic contacts to offer good advice or help you?
- Are any of your classmates or peers failing to do something important? Can you take advantage of it?
- Could you create an opportunity by offering solutions to problems?
- Can you take advantage of the market in its present state?
- Do you have a network of strategic contacts to offer good advice or help you?
- Are any of your classmates or peers failing to do something important? Can you take advantage of it?
- Could you create an opportunity by offering solutions to problems?

Threats - These are the things that prevent or keep you from achieving your dreams and goals.

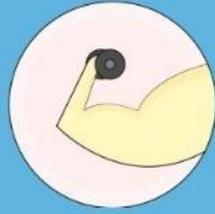
- What hindrances do you currently face in class, school or at work?
- Are any of your classmates or peers competing with you for projects or roles?
- Is your career interest or job changing?
- Can technological changes threaten your career goals or aspirations?
- Could any of your weaknesses lead to threats?

Strengths	Weaknesses
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Opportunities

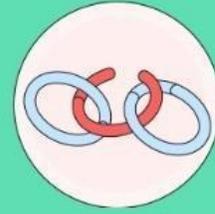
Threats

INTERNAL



STRENGTHS

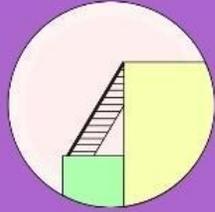
- The professional qualifications/certifications you have that makes you stand out from the rest
- Your expertise in some area make a difference to the organization
- What projects/campaigns have you completed successfully ?



WEAKNESSES

- Do you have the necessary skills/qualifications to be successful in your current or future roles ?
- Do you have bad habits ? For example frequently getting late, poor communication skills, indifferent time reporting etc.

EXTERNAL



OPPORTUNITIES

- Is there any significant changes/advancements in your industry that you can take advantage of ?
- Is there a new technology or industry trend that you can make use of in the future ?
- Is a new position advertised in your company that matches your skill set ? Or did a position became vacant ?



THREATS

- Is one of your peers doing a better job than you in a similar role ? Are both of you fighting for the same promotion ?
- Are your personal traits hurting your career advancements ?