Personal SWOT

Maximise Your Potential

NEW WAY GROWTH

BACKGROUND: A'SWOT' is a commonly used tool to take stock of where a business is and how it could improve. But it can also be used on ourselves to recognise our unique skills, strengths and talents. Use this exercise to help you manage your weaknesses and threats while taking advantage of strengths potential opportunities - and grow your business too!

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

	POSITIVE	NEGATIVE
INTERNAL	**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?
EXTERNAL	**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 capitalise 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 organisational policy or environmental, market, social, lifestyle, economic or demographic trends.