



## Personal SWOT Analysis

### INSTRUCTIONS:

Think about the direction you would like your life to head in. “Your direction, not perfection”

Fill out the SWOT Analysis Grid one section at a time using the questions outlined below. Write as many answers as you can think of, remembering that the more honest and open you are, the more helpful this will be.

Finally, complete the wrap-up questions.

INTERNAL – STRENGTHS AND WEAKNESSES:
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NOTE: Answer these questions with whatever pops into your head. To go deeper, consider your:

- i) Personal “brand”/how you’re perceived
- ii) Strengths/passions
- iii) Work life
- iv) Daily habits and
- v) Friends/associations

### STRENGTHS

- What do others praise you about?
- What parts of your life are really going well?
- What unique talents/skills do you have?
- What are you proud of or really like about your personality?
- What parts of your life give you the most joy?
- What unique or expert specialized knowledge or experience do you have?
- Where are you better than you were last year?
- Point to ponder: How can you make your STRENGTHS even stronger?



## WEAKNESSES

- What do you avoid/procrastinate/not deal with/settle for?
- Where are others seemingly doing better than you?
- What are you embarrassed about or wish was different?
- What parts of your life are the least enjoyable?
- What is taking up/wasting a lot of valuable time? What is costing you too much money?
- What is missing in your life? Where do you need to automate or delegate an area of difficulty?
- What resources do you lack? Where do you need to grow your experience, knowledge or expertise?
- Point to ponder: What action will you take to mitigate or eliminate your WEAKNESSES? How could you use your STRENGTHS to help with this?

EXTERNAL – OPPORTUNITIES AND THREATS:
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NOTE: Answer these questions with whatever pops into your head. To go deeper, consider:

- i) Season of your life
- ii) Outside pressures
- iii) Your immediate environments
- iv) How you spend your time
- v) Recent “open doors”
- vi) What you are gravitating towards

## OPPORTUNITIES

- Which strengths could you turn into opportunities?
- What weaknesses, if turned around, could present an opportunity to your future?
- What’s going on lately that you could capitalize on?
- What else could you do to support your family/loved ones?
- What new challenges or experiences you could look into?
- What new stretch goals could you target?
- How can you use technology/coaching/other resources to enhance your life?



- Point to ponder: What new OPPORTUNITIES could be created from your STRENGTHS or from your WEAKNESSES and THREATS?

## THREATS

- Where do you need to catch up with where you want to be in your life by now?
- What serious consequences do your weaknesses expose you to?
- What obstacles do you see coming soon?
- How is your pace?
- Where are you most vulnerable? E.g. temptations?
- What changes are happening around you that impact your life negatively?
- How prepared are you for failures, and your ability to bounce back from them?
- Point to ponder: What should you avoid at all costs? What will you do about each threat – ignore, mitigate or eliminate it?

WRAP-UP QUESTIONS:
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Now, using your own SWOT analysis data, you should have a really clear idea of what's going well, what's not going so well, what to be concerned about and what to build on. Finish this exercise by answering:

What MOST surprised you from doing this exercise? \_\_\_\_\_

What NEW goals and actions do you want to set for your life? \_\_\_\_\_

What 3 ACTIONS will you take in the next week? 1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_

What is the BEST idea you have had for your future from doing this exercise? \_\_\_\_\_

What is the BIGGEST threat to your life? \_\_\_\_\_

What is the BIGGEST thing overall you learned from doing this exercise? \_\_\_\_\_