

The Personal Development SWOT Analysis

The SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) was originally designed as a business tool, but works equally well when applied to your own personal development needs. This can help you assess your career options or look at new areas in which to grow and develop.

Strengths:	Weaknesses:
Opportunities:	Threats:

Strengths & Weaknesses are generally internal to us and may relate to skills, attributes and experience that we have or lack.

Opportunities & Threats may relate to things in our external environment, such as changes in our job role or in our industry.

Once all four sections have been completed, the points captured can be prioritized. Where there are links between points – join them up, so it's easy to see.

Where **Strengths** match **Opportunities**, there's the possibility of quick wins.

Weaknesses may match **Threats**, highlighting situations you should avoid or alternatively highlighting where you need to convert weaknesses into strengths.

Personal Development SWOT Analysis:

Here are some prompt questions to get you thinking:

Strengths:

How do your education, skills and talents set you apart from your peers?
What would others say were your strengths?
What achievements are you most proud of?
What personal resources do you have access to?
What values do you believe in that others fail to show?
What networks and connections do you have that are unique to you?

Weaknesses:

Are you happy with your education and skills training?
What would others say were your weaknesses?
What are your negative work habits and personality traits?
What do you avoid because you lack confidence?
Which of your personality traits holds you back?

Opportunities:

What trends are affecting your industry?
How could your connections help 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 competitors failing to do anything important?
Can you take advantage of it?
Is there a need in your company which no one is filling?

Threats:

What things currently get in the way of you doing your job well?
What obstacles do you currently face in your career?
Who is your competition?
How is your job or industry changing in ways that could negatively affect you?
Can any of your weaknesses lead to threats?

Tip: Share your completed matrix with a trusted friend or co-worker. You may have blind spots you're not even aware of!