

PERSONAL SWOT ANALYSIS

Personal development plays a critical role in career success.

Even though SWOT was originally used for business, anyone can use it to take a closer look at their Strengths, Weaknesses, Opportunities, and Threats.

This kind of simple analysis structure will provide guidance. It looks at internal and external factors.

Knowing more about the positive and negative factors at play in each of the 4 categories will position you well to make changes that will benefit your life and career.

Typically, a SWOT analysis is done by creating a table, divided into 4 sections. Usually, the strengths and weaknesses do not match the opportunities and threats listed. It's important to note that pairing external threats with the internal weaknesses can help highlight the most serious challenges you may be facing.

Strengths

- What do you do well?
- What achievements are you most proud of?
- What do others see as your strengths?

Weaknesses

- What could you improve?
- Which personality traits are holding you back?
- What are others likely to see as weaknesses?

Opportunities

- What opportunities are open to you?
- What technologies or trends could help you?
- Can you address a need no one else is filling?

Threats

- Is your job changing?
- Are you in competition with your coworkers?
- What threats do your weaknesses expose you to?