**WORKSHEET 0**

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| **Objectives:**   * Identify the character traits that identify you as a person and distinguish yourself from others |

PERSONAL S.W.O.T. ANALYSIS

Every one of us wants to achieve personal goals, be it goals related to our career, relationship, health, or fitness. A personal SWOT analysis is a strategic planning framework to analyze your strengths & weakness and identify threats that could hinder your personal growth.

Benefits of a personal s.w.o.t. analysis

With a SWOT analysis, your self-evaluation will be structured. It can help you identify and resolve problems in a manner that’s easy to digest.

Example of a personal s.w.o.t. analysis

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| **INTERNAL** | **Strenghts**  In order to figure out your strengths, focus on things that make you different from other people in your industry. For instance, if you are a marketer, and you have a marketing degree – you can add it to your strengths. You can also add any awards, distinctions, and certifications you have in the same niche. | **weaknesses**  Before you begin listing down your weakness, it is important to remind yourself that the purpose of this exercise is to improve your personal growth. |
| * **I work well under pressure.** * **My qualitative and quantitative analysis skills are great.** * **I am quick to learn technical concepts.** * **I like to stay organized in my personal and professional life.** | * **I am bad at budgeting which results in overspending.** * **I shy away from learning technical skills.** * **Brainstorming is easier for me than executing ideas.** * **Impatience often occurs with me, which leads to me losing interest in projects halfway through.** |
| **EXTERNAL** | **Opportunities**  Depending on the purpose behind your SWOT analysis, this part can look different. You should also consider the opportunities that you can create by working on your weaknesses.  Sometimes, opportunities can also arise from your strengths. For instance, if you are good at graphic design, you can use your industry connections to find relevant jobs. | **threats**  When thinking of threats, it is important to not only look at factors keeping you from moving forward, but also at the people and environment that amplify their effects. |
| * **I can get a promotion if I bring in more sales for three months straight.** * **If I sign up for a free online course, I can learn how to build a website.** * **I can benefit from my powerful industry connections.** * **I can improve professionally by working on my technical skills.** | * **My project delivery turnaround is lesser than my colleagues and my boss will prefer them over me.** * **New talent is introduced in the field & the competition is fierce.** * **I am failing to keep up with the changing technologies in my field, and therefore I am technically not sound.** |

Your personal s.w.o.t. analysis

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| **INTERNAL** | **Strengths**  In order to figure out your strengths, focus on things that make you different from other people in your industry. For instance, if you are a marketer, and you have a marketing degree – you can add it to your strengths. You can also add any awards, distinctions, and certifications you have in the same niche. | **weaknesses**  Before you begin listing down your weakness, it is important to remind yourself that the purpose of this exercise is to improve your personal growth. |
| * **I really like learning and I’m a fast learner** * **I like to share my knowledge** * **I’m organized, and I need to be because otherwise I would forget something** | * **I don’t like to speak in public** * **I have difficulty speaking in English** * **I have NO EXPERIENCE WORKING IN IT** |
| **EXTERNAL** | **Opportunities**  Depending on the purpose behind your SWOT analysis, this part can look different. You should also consider the opportunities that you can create by working on your weaknesses.  Sometimes, opportunities can also arise from your strengths. For instance, if you are good at graphic design, you can use your industry connections to find relevant jobs. | **threats**  When thinking of threats, it is important to not only look at factors keeping you from moving forward, but also at the people and environment that amplify their effects. |
| * **I’m studying software development and English** | * **There is a lot of competition in IT, especially for those who have no experience** |

**Suggested video**

[**https://youtu.be/xvpBt0MaES4**](https://youtu.be/xvpBt0MaES4)