**Personal SWOT Analysis Worksheet**

• For instructions on using Personal SWOT Analysis, visit www.mindtools.com/personalswot.

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| **Strengths**  What do you do well?  What unique resources can you draw on?  What do others see as your strengths? | **Weaknesses**  What could you improve?  Where do you have fewer resources than others? What are others likely to see as weaknesses? |
| I enjoy networking, meeting new people and getting to know them.  My customer service and sales background allow me to have the unique ability to see from both sides of the coin. I am able to be empathetic and connect with a customer in a real way so I can deliver what they are asking for as well as meet the goals, metrics, and needs of the company. This increases customer retention and satisfaction.  I’ve been told that people like to be around me because I’m highly motivational and help people feel comfortable and safe to be themselves. | I can be hard on myself which can cause me to doubt my knowledge and lack confidence in my abilities.  I’m not a native to Idaho and am also newly entering into the software development field so I don’t have many, if any, connections out in the workforce.  Some people may see me being a single parent as a weakness. While I value and respect my employer and our projects, my daughter will always come first. |
| **Opportunities**  What opportunities are open to you?  What trends could you take advantage of?  How can you turn your strengths into opportunities? | **Threats**  What threats could harm you?  What is your competition doing?  What threats do your weaknesses expose you to? |
| The Tech industry is rapidly growing and the opportunities for a full stack developer are endless, not only in Idaho but all over the world.  I believe that networking is an important part of growth, especially for someone new in the field and it can also be something that is needed in companies as not everyone enjoys it. | Being a single mom could be the deciding factor for an employer not to hire me.  My competition is out gaining more knowledge and growing which means they can also be a great source of support and networking opportunities as I grow.  Being hard on myself may cause me more stress and possibly prevent me from being promoted. |

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