Personal Career SWOT

# Strengths

* *What advantages do you have that others don't have (for example, skills, certifications, education, or connections)?*
* *What do you do better than anyone else?*
* *What do other people (and your boss, in particular) see as your strengths?*
* *Which of your achievements are you most proud of?*
* *What values do you believe in that others fail to exhibit?*
* *Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?*

# Weaknesses

* *What tasks do you usually avoid because you don't feel confident doing them?*
* *What will the people around you see as your weaknesses?*
* *Are you completely confident in your education and skills training? If not, where are you weakest?*
* *What are your negative work habits (for example, are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress)?*
* *Do you have personality traits that hold you back in your field? For instance, if you have to conduct meetings on a regular basis, a fear of public speaking would be a major weakness.*

# Opportunities

* *What new technology can help you? Or can you get help from others or from people via the internet?*
* *Is your industry growing? If so, how can you take advantage of the current market?*
* *Do you have a network of strategic contacts to help you, or offer good advice?*
* *What trends (management or otherwise) do you see in your company, and how can you take advantage of them?*
* *Are any of your competitors failing to do something important? If so, can you take advantage of their mistakes?*
* *Is there a need in your company or industry that no one is filling?*
* *Do your customers or vendors complain about something in your company? If so, could you create an opportunity by offering a solution?*

# Threats

* *What obstacles do you currently face at work?*
* *Are any of your colleagues competing with you for projects or roles?*
* *Is your job (or the demand for the things you do) changing?*
* *Does changing technology threaten your position?*
* *Could any of your weaknesses lead to threats?*