



Personal SWOT Analysis



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Personal SWOT Analysis

Making the Most of Your Talents and Opportunities

MTCT By the Mind Tools Content Team

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"Chance favors the prepared mind." – Louis Pasteur

You are most likely to succeed in life if you use your talents to their fullest extent. Similarly, you'll suffer fewer problems if you know what your weaknesses are and if you manage these weaknesses so that they don't matter in the work you do.

So how do you go about identifying these strengths and weaknesses, and analyzing the opportunities and threats that flow from them? SWOT Analysis is a useful technique that helps you do this.



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Benefits of Personal Swot Analysis

What makes SWOT especially powerful is that, with a little thought, it can help you uncover opportunities that you would not otherwise have spotted. And by understanding your weaknesses, you can manage and eliminate threats that might otherwise hurt your ability to move forward.

If you look at yourself using the SWOT framework, you can start to separate yourself from your peers, and further develop the specialized talents and abilities you need to advance your career and help you achieve your [personal goals](#).

(You can find out how to carry out a wider SWOT analysis for your organization in our article [here](#).)

Tips on How to Do a Personal SWOT Analysis

First print out our free [worksheet](#), and write down answers to the following questions.



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- What do you do better than anyone else?
- What personal resources can you access?
- 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?

Consider this from your own perspective, and from the point of view of the people around you. And don't be modest or shy – be as objective as you can. Knowing and using your strengths can make you happier and more fulfilled at work.

And if you still have any difficulty identifying your strengths, write down a list of your personal characteristics. Some of these will hopefully be strengths!

Tip:

Think about your strengths in relation to the people around you. For example, if you're a great mathematician and the people around you are also great at math, then this is not likely to be a strength in your current role – it may be a necessity.

Weaknesses



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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.

Again, consider this from a personal/internal perspective and an external perspective. Do other people see weaknesses that you don't see? Do co-workers consistently outperform you in key areas? Be realistic – it's best to face any unpleasant truths as soon as possible.

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?



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person's projects to gain experience?

- A new role or project that forces you to learn new skills, like public speaking or international relations.
- A company expansion or acquisition. Do you have specific skills (like a second language) that could help with the process?

Also, importantly, look at your strengths, and ask yourself whether these open up any opportunities – and look at your weaknesses, and ask yourself whether you could open up opportunities by eliminating those weaknesses.

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?

Performing this analysis will often provide key information – it can point out what needs to be done and put problems into perspective.

A Personal SWOT Example

What would a personal SWOT assessment look like? Review this SWOT analysis for Carol, an advertising manager.

Strengths



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- I'm completely committed to the success of a client's brand.

Weaknesses

- I have a strong, compulsive need to do things quickly and remove them from my "to do" list, and sometimes the quality of my work suffers as a result.
- This same need to get things done also causes me stress when I have too many tasks.
- I get nervous when presenting ideas to clients, and this fear of public speaking often takes the passion out of my presentations.

Opportunities

- One of our major competitors has developed a reputation for treating their smaller clients poorly.
- I'm attending a major marketing conference next month. This will allow for strategic networking, and also offer some great training seminars.
- Our art director will go on maternity leave soon. Covering her duties while she's away would be a great career development opportunity for me.

Threats

- Simon, one of my colleagues, is a much stronger speaker than I am, and he's competing with me for the art director position.
- Due to recent staff shortages, I'm often overworked, and this negatively impacts my creativity.
- The current economic climate has resulted in slow growth for the marketing industry. Many firms have laid off staff members, and our company is considering further cutbacks.



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To her surprise, Simon likes the idea. He knows he presents very well, but he admits that he's usually impressed by Carol's creative ideas, which he feels are far better than most of his.

By working as a team, they have a chance to make their smaller clients feel even better about the service they're getting. This takes advantage of their competitor's weakness in this area.

Personal SWOT Analysis Infographic

See our [Personal SWOT Analysis Infographic](#).



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**Bring Clarity and
Direction to Your Career**

Key Points

A SWOT matrix is a framework for analyzing your strengths and weaknesses as well as the opportunities and threats that you face. This helps you focus on your strengths, minimize your weaknesses, and take the greatest possible advantage of opportunities available to you.



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Lauren ramsey



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contact him on his website: <https://excelherbalcure.com>

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SJ

Susan Joel

Natural herbs have cured so many illness that drugs and injection cant cure. I've seen the great importance of natural herbs and the wonderful work they have done in people's lives. i read people's testimonies online on how they were cured of herpes, fibroids cyst, colon cleanse, hiv, diabetics etc by Dr UMA herbal medicine, so i decided to contact the doctor because i know nature has the power to heal anything. I was diagnosed with herpes for the past 7 years but Dr. UMA cured me with his herbs after taking his herbs for just 2weeks and i referred my aunt and her husband to him immediately because they were both suffering from herpes virus and they were cured too .I know is hard to believe but am a living testimony. There is no harm trying herbs. Contact dr.umaherbalcenter@gmail.com or WhatsApp +2347035619585.

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ej

emily jade

I'm here to testify about the great work Dr Aba did for me. I have been suffering from (HERPES) disease for the past 5 years and had constant pain, especially in my knees. During the first year, I had faith in God that i would be healed someday.This disease started circulating all over my body and i have been taking treatment from my doctor, few weeks ago i came across a testimony of one lady on the internet testifying about a Man called Dr Aba on how he cured her from Herpes Simplex Virus. And she also gave the email address of this man and advise anybody to contact him for help for any kind of sickness that he would be of help, so I emailed him telling him about my (HERPES Virus) he told me not to worry that i was going to be cured!! Well i never believed it,, well after all the procedures and remedy given to me by this man few weeks later i started experiencing changes all over me as Dr Aba assured me that i will be cured,after some time i went to my doctor to confirmed if i have be finally healed behold it was TRUE, So friends my advise is if you have such sickness or any other at all you can contact Dr Aba via email dr.abaherbalhome@gmail.com You can also call or whatsApp his telephone number on +2348107155060. Thanks once again Dr Aba.

14 0 Reply · 13 days

jj

Janie jane

I wanna share my experience on how I got cured from herpes through the help of Dr excel. I've been suffering from herpes for the past three year now and I've been trying and taking some antiviral medication but they were not working out for me until I saw a



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ej

emily jade

I'm here to testify about the great work Dr Aba did for me. I have been suffering from (HERPES) disease for the past 5 years and had constant pain, especially in my knees. During the first year, I had faith in God that i would be healed someday. This disease started circulating all over my body and i have been taking treatment from my doctor, few weeks ago i came across a testimony of one lady on the internet testifying about a Man called Dr Aba on how he cured her from Herpes Simplex Virus. And she also gave the email address of this man and advise anybody to contact him for help for any kind of sickness that he would be of help, so I emailed him telling him about my (HERPES Virus) he told me not to worry that i was going to be cured!! Well i never believed it,, well after all the procedures and remedy given to me by this man few weeks later i started experiencing changes all over me as Dr Aba assured me that i will be cured,after some time i went to my doctor to confirmed if i have be finally healed behold it was TRUE, So friends my advise is if you have such sickness or any other at all you can contact Dr Aba via email dr.abaherbalhome@gmail.com You can also call or whatsApp his telephone number on +2348107155060. Thanks once again Dr Aba.

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Dena Streling

I want to thank Dr Ughulu for what he has done for me, it has been 1 year and 4 months I have been suffering from HIV disease all because I cheated on my husband I had this HIV disease through the man I had sex with when I was cheating behind my husband, so after I have been suffering from the HIV disease I have spent a lot of money in the hospital just to get a cure and nothing work out for me, one day I was searching something online that I saw a comment about how someone testify Dr Ughulu , so when I saw it and I read it I was afraid to message him but I make up my mind and I sent him a message I explain everything to him, he told me what to do that can cure my HIV disease so I did exactly what he said, it didn't take up to 2 weeks my HIV disease was totally cured. Then I went for a checkup. The doctor told me I no longer have HIV disease in my body anymore. That was the beginning of my happiness. Thank you so much Dr Ughulu for all you have done for me. You can also contact him through his email: drughulupowerfulspelltemple@gmail.com or CALL/TEXT: +1(252) 409-1841 you can also visit his website: <https://drughulupowerfulsp.wixsite.com/my-site-ughulu>

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