



A guide for you, The People Leader
**PERSONAL
SWOT ANALYSIS**

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THE PERSONAL SWOT

The SWOT is a tool to assist with planning your career - it provides an opportunity to ask some tough questions, and really reflect on the opportunities you have that you may not already realise. This tool can also be utilised by leaders wanting to have development conversations with their people. Take 2-3 questions in each area to work on at any one time.

Strengths

- What do you do well?
- What unique resources can you draw on?
- What do others see as your 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 personal resources can you access?
- What do other people (including your manager) see as your strengths?
- Which of your achievements are you most proud?
- What values do you believe in and model?
- 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 could you improve?
- Where do you have fewer resources than others?
- What are others likely to see as development areas?
- What tasks do you usually avoid because you don't feel confident doing them?
- Are you completely confident in your education and skills training? If not, where are you not confident?
- 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 chair meetings on a regular basis, a fear of public speaking would be an area limiting you)

Opportunities

- What good opportunities are open to you? What trends could you take advantage of?
- What new technology can help you? Or can you get help from others or from people virtually?
- Is your sector 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 do you see in your company, and how can you take advantage of them?
- Are any of your competitors failing to do something important? Can you take advantage of their mistakes?
- Is there a need in your company or sector that no one is filling? How you can make this an opportunity for you?
- Do your stakeholders provide negative feedback about something in your organisation? If so, could you create an opportunity by offering a solution?

Threats

- What trends could harm you or your chosen career? Think about political, economical, social, technological, environmental, legal.
- What is your competition doing?
- What threats do your weaknesses expose you to?
- Are there any major gaps in your capability that may present a threat?
- What skills set might be under threat in the future that you could develop now?
- 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 strengths lead to threats?

YOUR PERSONAL SWOT

Strengths

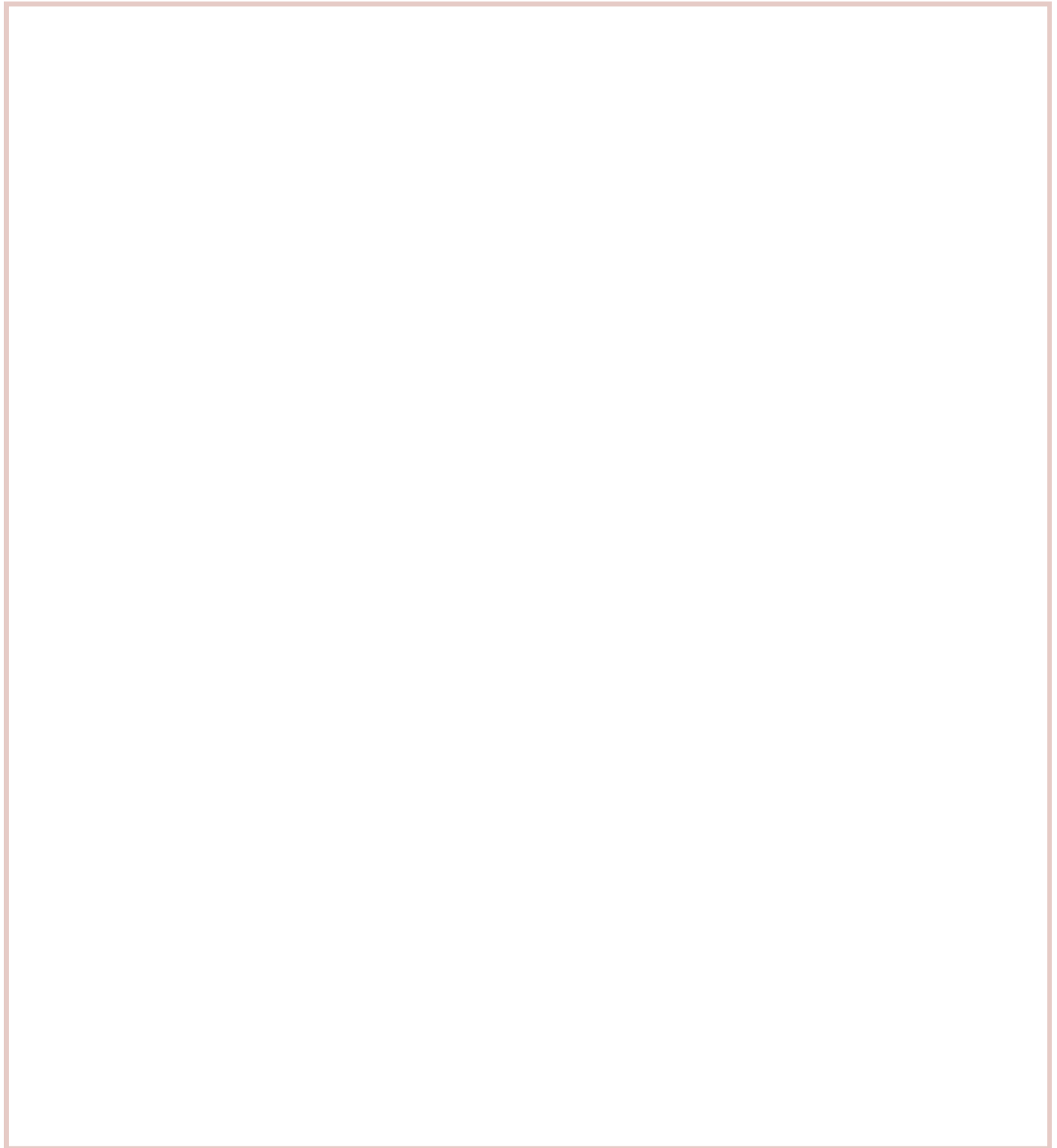
Weaknesses

Opportunities

Threats

REFLECTION TIME...

Take the time to reflect on the questions in a real and honest way and ask yourself, how would my manager / colleagues / mentor respond to these questions about me?

A large, empty rectangular box with a thin orange border, occupying most of the page. It is intended for the user to write their reflections on the questions provided above.

Ready to take the next step? LET'S TALK...



If you are curious about how you can develop your leadership and claim your leadership identity, let's chat about the ways we can work together.

We can work with a range of tools and frameworks to uncover the type of leader you are, and the type of leader you could be.



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