



ENLIGHTEN EXERCISE #63

My Personal SWOT Analysis

At an organizational level, understanding a company's competitive strengths, market competitors or weaknesses, defining new opportunities, and anticipating and strategizing potential threats (economic, social, technological, etc.) can be an important strategic exercise referred to as a SWOT Analysis.

This assessment is also one that can be done at an individual level with input and feedback from trusted mentors, advisors, and colleagues.

Instructions:

First, list and identify each SWOT area that you see about yourself.

Next, develop an action plan, based on your SWOT Analysis to leverage your strengths, identify areas that you can improve and grow, and analyze your optimum "fit" for job satisfaction and performance. Finally, identify and plan how you will address potential areas of your life that could be realistic barriers to hinder your ability to be successful.

Personal SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats

Strengths – *What are my signature strengths?*

- 1.
- 2.
- 3.
- 4.
- 5.

Weaknesses – *What skills, knowledge, and abilities do I need to work on?*

- 1.
- 2.
- 3.
- 4.
- 5.

