

# SWOT *analysis*

Think about your health, relationships, personal development, and calling as you think about these things.

## strengths

- What do you do better than others?
- What do you have access to that others don't?
- What accomplishments are you proud of?
- What do others see as your strengths?
- Don't be modest. Be objective.
- If you don't know, ask others what they see as your strengths.

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## weaknesses

- Where do you fall behind compared to others?
- Where do you lack confidence in your skills/training?
- What are you not comfortable doing?
- What do others see as your weaknesses.
- Be realistic and honest with yourself.
- Ask teammates and those whom you trust to be kind, to share with you what they see at your weaknesses.

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## opportunities

- Is there a need no one is filling?
- What do you hear people complaining about?
- Are there new technologies that can help you?
- Are there trends you can capitalize on?
- Remember: both strengths AND weaknesses provide opportunities.
- Where can you collaborate to make more opportunities?

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## threats

- What obstacles do you currently face?
- What problems do you see developing?
- What weaknesses could lead to threats?
- What is outside your control that is blocking growth?
- What changes are you anticipating?
- Remember: threats can force your hand and cause growth!

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