

What Do You Want?

The Traditional Personal SWOT Analysis

CareerLifeAttitudes.com

For a detailed explanation of how these forms work, visit <http://careerlifeattitudes.com/finding-alternative-ways-to-make-money-in-the-age-of-creativity-part-3/>

There are four parts to the SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats. Each part must be answered truthfully to help you find the best direction to take your life in. Write down anything that comes to your mind, important or not. Write from your own perspective as well as from the view of others. Don't be modest, shy, or go on any type of ego trip. Just be honest.

A personal SWOT analysis can help you realize your strengths and opportunities. It can also identify areas of your life which should be explored for potential.

Remember that the time you put into the SWOT analysis will help you to recognize your strengths, diminish your weaknesses, and recognize the opportunities that are available to you. The SWOT Analysis sheet consists of four areas:

The first square of the SWOT analysis contains the word "Strength." Below are some ideas to get you started in the "Strength" box.

What do you do well? (skills or talents)

What do you do better than anyone else?

What do you enjoy doing?

What are you knowledgeable about or enjoy learning about?

Are you willing to do research on what you need to learn?

Do you like yourself, are you a good person?

Can you follow through on tasks you begin?

What positive personal traits do you have? Are you motivated, courageous, devoted, optimistic, etc.?

Will you be able to spend the amount of time needed to reach your goals?

What advantages do you have that others don't?

What do other people see as your strengths?

Which of your life achievements are you most proud of?

Do you have connections with influential people?

The second square of the SWOT analysis contains the word “Weaknesses.” Below are some ideas to get you started.

What are your main limitations?

What skills or talents are you lacking?

Will you have a shortage of money?

Are there any resources (time, help) that you need?

What are your problems right now?

What personal traits are weaknesses? Are you pessimistic, indifferent, or unmotivated?

What could get in the way of your achievements?

What tasks do you usually avoid?

What do others see as your weaknesses?

Are you disorganized?

Do you handle stress well?

The third square of the SWOT analysis contains the word “Opportunities.” Below are some ideas to get you started.

Are you currently pursuing any opportunities?

How can you turn your weaknesses into strengths?

How can you take advantage of your strengths?

What major change do you need?

Is there any special knowledge you can obtain?

Do you have the time you will need for your opportunities?

Will you have family/friends to support and help you pursue your opportunities?

Are there trends or emerging trends which match your skills or talents that you could take advantage of?

The fourth and final square of the SWOT analysis contains the word "Threats." Below are some ideas to get you started.

Are there any changes (job loss, income, etc) which could threaten you? How?

What, if any, are the risks involved if you continue along your current path?

What obstacles are in your way?

Do you procrastinate?

Do any of your weaknesses increase the level of these threats?

Could any of your strengths decrease your threats?

Strengths

Weaknesses

Opportunities

Threats

Strength

What you've done successfully

What you are good at

What you 've Loved doing

How to make Additional Income

Opportunities
Possibilities: what can you do?

Possibilities: what would you enjoy doing?

Opportunities worth investigating

Weaknesses

Blank lined area for writing weaknesses.

Skills you lack

What you don't like doing

Threats

Blank lined area for writing threats.

What could stand in your way of success?