

# S.W.O.T. Analysis Self Assessment



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# SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<p>In SWOT analysis, the S stands for "Strengths". Strengths refer to the internal characteristics or attributes of a person, organization, or project that give it an advantage over others. It includes qualities, skills, resources, and other factors that contribute to the achievement of goals and objectives. Identifying strengths can help to leverage them for further success and build on them for personal or organizational development.</p>	<p>The W stands for "Weaknesses". Weaknesses refer to the internal characteristics or attributes of a person, organization, or project that place it at a disadvantage or limit its potential for success. It includes areas that require improvement, skills that need to be developed, and resources that are lacking. Identifying weaknesses can help to address them and create a plan for improvement, which can lead to personal or organizational growth.</p>
OPPORTUNITIES	THREATS
<p>The O stands for "Opportunities". Opportunities refer to external factors or circumstances that can be leveraged to create advantages for a person, organization, or project. It includes emerging trends, new markets, partnerships, and other factors that can lead to growth and success. Identifying opportunities can help to take advantage of them and develop strategies to capitalize on them for personal or organizational development.</p>	<p>The T stands for "Threats". Threats refer to external factors or circumstances that can negatively impact a person, organization, or project and potentially hinder their ability to achieve their goals. It includes competitors, changing regulations, economic downturns, and other factors that can pose challenges and risks. Identifying threats can help to anticipate and prepare for potential risks, create contingency plans, and develop strategies to mitigate their impact for personal or organizational success.</p>

# STRENGTHS

1 What do you do best?

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2 What are your positive traits?

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3 What advantages do you have (education, skills, networks, etc.)?

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4 What resources do you have?

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5 What is your greatest achievement?

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6 What values do you have that may help you reach your goals?

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7 How have your previous professional experiences prepared you for this situation?

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8 In what ways do your personal circumstances set you up for success (e.g., are you able to easily travel, if needed)?

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9 What soft skills do you possess that will make you a strong candidate?

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10 What do other people see as your strengths?

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# WEAKNESSES

1 What tasks do you avoid doing because of a lack of confidence?

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2 What personality traits may be holding you back in your career?

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3 What disadvantages do you have?

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4 What fears do you have that may be holding you back?

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5 What are your negative habits or traits?

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6 What resources are you lacking?

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7 Would you need additional licensing or training to take on this new role?

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8 How have your supervisors or mentors suggested you could improve?

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9 What are areas in which you think you could improve as a professional?

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10 Are you in the right season of life to take on this new role, or would your personal commitments result in conflicts?

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# OPPORTUNITIES

1

How can you turn your strengths into opportunities?

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2

How can you turn your weaknesses into opportunities?

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3

Is there a need in your organization that no one is meeting?

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How is your field changing? How can you take advantage of those changes?

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5

What new technology may help you meet your goals?

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How can your existing professional network help you secure opportunities?

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What does compensation look like in this new industry?

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How would this situation advance your overall career goals?

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Are there other benefits associated with the new situation, such as the chance to develop a new skillset, travel, or expand your network?

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# THREATS

**1** What financial investment will you need to make to become a player?

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**2** Could any of your weaknesses prevent you from succeeding?

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**3** Do any of your strengths hold you back?

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**4** Is your job (life, health, etc.) changing?

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**5** Do you have any obligations (work or otherwise) that may limit your development?

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**6** Are you competing with others for what you want?

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**7** What does compensation look like in this new industry?

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**8** Are there changes in your field or in technology that could threaten your success?

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**9** How do you compare with other candidates in the field?

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**10** What new skillsets would you need to acquire to be successful? Are there any obstacles in the way?

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