

You can learn a lot by periodically engaging in this process and tracking the experience. Download this and keep copies of your SWOT analyses so you can compare and contrast them over time.

Strengths

- What activities do you excel at and enjoy?
- What relevant knowledge, experience, or capability do you bring to your current role or to a role you wish to pursue?
- What are your main strengths, passions, and interests?
- What would trusted colleagues identify as your strengths?
- Which strengths are required for success in the roles you may pursue?

Weaknesses

- In what areas could you improve?
- What are your perceived limitations?
- Which tasks or activities are in apparent conflict with your natural style?
- What would others say are your weaknesses?
- What tasks or responsibilities do you generally dread or avoid, and why?

Opportunities

- How can you turn your strengths into opportunities?
- What new knowledge or experiences could address your weaknesses?
- What resources could increase your capacity to take inspired action?
- How can you leverage your personal and professional networks?
- Who makes up your “brain trust” of friends, colleagues, family members, peers, and mentors?
- Who do you most admire, respect, and hope to emulate?
- What data can you access about projected job growth and opportunities in your areas of interest?

Threats

- What perceived or known trends might hinder you?
- To what threats do your weaknesses expose you?
- Are forces at play that you may not be able to control or overcome?
- What risks might you be taking in the pursuit of your interests, passions, and goals?
- Are the biggest threats external or internal?