

# PERSONAL SWOT MATRIX

Goal

## STRENGTHS(1)



Internal factors (dependent solely on me) that can help me achieve my Goal:

- Which technical (hard) skills, soft skills, know-how, abilities or resources can I really count on?
- What positive things do others say about me? Which positive aspects of my character do they highlight?
- Do I already have a Personal Brand, reputation, visibility or prestige I can count on?
- Which success stories, experiences or achievements can I leverage?
- Which qualifications or experiences show what I am capable of?
- What can I do well, if not better, than anyone else? What specifically makes me different/unique?
- Why do others love working and / or dealing with me?
- Why is my best friend really my best friend (what is it about me)?
- When I talk to others which characteristic episode, story, anecdote about me generates the most attention or enthusiasm?
- What are my passions and my interests? What are my values?
- Which causes do I really support? What motivates me the most?
- Which dream, project or idea has me jumping out of bed enthusiastically in the morning?

## WEAKNESSES(2)



Internal factors (dependent solely on me) that can stop me from reaching my Goal:

- What do I need to improve to achieve my goals?
- Which skills or resources in line with my goals do I need to acquire quickly?
- Did I receive negative feedback on my skills or performance lately? About what specifically?
- Which activities do I put off until the very last minute?
- Which experiences or credentials do I lack?
- Which adverse aspects of my behavior affect my work negatively (e.g. lateness, untidiness, poor stress management, etc.)?
- Which aspects of my character tend to create problems, embarrass me, or generate the most criticism - from others?
- Which resources do I waste the most?
- What do others tell me when they mention my weaknesses?
- Is there any aspect of my appearance or character that embarrasses me or makes me feel uncomfortable?

## CONVERT(5)

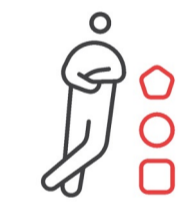
See if you can reduce or eliminate any Weaknesses or, better, transform them into Strengths or even into valuable Opportunities?

- Are there partners, training courses, consultations or investments that can help you?
- Are there any situations or business sectors in which your Weaknesses could be considered Strengths?
- Are there people who see something interesting or useful in something that you view negatively?

## MATCH(6)

Starting from your Strengths, identify one or more Opportunities you can seize. Which scenario or opportunity is the easiest and quickest for you to implement?

## OPPORTUNITIES(3)



External factors that can help me achieve my Goal:

- Can I see any shortcomings or unresolved problems in my industry / market?
- Am I aware of any specific or obvious needs, or desires, or issues that others lack awareness of?
- Which recurring or new trends can I take advantage of and how?
- Is my industry growing? If so, how, in the current market, can I personally benefit from the growth?
- Are there new technologies / tools / approaches I could use/learn and that could back me up?
- Are there examples of other people, maybe in other countries, who are successful in my field and who could inspire me somehow?
- Do I know any influential people who could help me?
- Am I part of a key network in my sector?
- Which networking opportunities could I seize in order to meet people who could help me?
- What is going on around me that could be useful?
- Are others around me struggling and can I figure out what they are doing wrong? Can I do better?
- Are there any events, courses or seminars I could/should attend?
- Are there any interesting projects and/or initiatives I could become involved in?
- Are there legislative or regulatory changes affecting my geographical area or industry that could be advantageous for me?

## THREATS(4)



External factors that can prevent me from achieving my Goal:

- What negative trends are at play today?
- What does everyone complain about in my industry/field?
- Are there others aiming at my market / target / position / role? (competition). What are they doing to achieve their goals? Something similar to me or something different?
- Is my competition doing anything that might threaten my work?
- Are there any technological changes that might threaten my position or profession?
- Are there any factors and / or obstacles that might cause me problems due to one of my Weaknesses?
- Are any legislative changes affecting me geographical area or sector?
- Do I foresee cost increases in the short and medium term that will affect my industry/field?

## MANAGE(7)

Rank the Threats from low - threats you can probably ignore - to high - threats you can manage with an action plan. See if you can eliminate or reduce any of the threats, or transform them into Opportunities via your own Strengths, or with the help of others.

**Instruction:** write your professional goal and test its feasibility answering to the questions in all blocks and following the order indicated by the numbers.