



SWOT Analysis: Questions for Conducting a Personal Analysis

SWOT analysis is a powerful personal development tool. Not only can it help you identify your strengths and weaknesses, SWOT can help you discover a direction for personal and/or professional development, as well as areas of concern for you to address. The following are questions that will help you with each area.

Strengths:

1. What do you do best?
2. What are your positive traits?
3. What advantages do you have (education, skills, networks, etc.)?
4. What resources do you have?
5. What is your greatest achievement?
6. What values do you have that may help you reach your goals?
7. What do other people see as your strengths?

Weaknesses:

1. What tasks do you avoid doing because of a lack of confidence?
2. What personality traits may be holding you back in your career?
3. What disadvantages do you have?
4. What fears do you have that may be holding you back?
5. What are your negative habits or traits?
6. What resources are you lacking?
7. In what areas do you need more training or education?

Opportunities:

1. How can you turn your strengths into opportunities?
2. How can you turn your weaknesses into opportunities?
3. Is there a need in your department that no one is meeting?
4. What could you do today that isn't being done?
5. How is your field changing? How can you take advantage of those changes?
6. What new technology may help you meet your goals?
7. Do you have contacts that could help you?

Threats:

1. What obstacles do you face?
2. Could any of your weaknesses prevent you from succeeding?
3. Do any of your strengths hold you back?
4. Is your job (life, health, etc.) changing?
5. Do you have any obligations (work or otherwise) that may limit your development?
6. Are you competing with others for what you want?
7. Are there changes in your field or in technology that could threaten your success?