

# Personal SWOT

## Identify Needs

Understand yourself and discover who you are and what you want

You have a choice to make when embarking on any journey. It is possible to simply set off and go somewhere that is anywhere but here. Choose a direction and move! Where do you end up? Well... somewhere! This is actually how most people approach their life and their career.

Think about the last time that you decided to go somewhere specific. Firstly you would know where you are at the start of the journey. Then you identify your destination. Then you identify the route from here to there and the means of transport. In choosing the mode of getting from here to there, you would take into consideration what you have that will enable you to get there from here. Perhaps a car, with fuel and of course, you would have the ability and license to drive. If that isn't an option for you, you might choose a bus, a train, maybe even cycle or walk. You would choose the most appropriate transport for you in your circumstances.

The same is true for developing your leadership

Do you know your strengths, your weaknesses, the opportunities you have and the threats to your leadership, your career, your life? \_\_\_\_\_

## Define Outcome

We identify the opportunities and threats to yourself and your leadership future.

You will map your Strengths, Weaknesses, Opportunities and Threats on a grid. (Yes, it's the same idea as an organization SWOT analysis).

Together, your strengths and opportunities help identify your long term goals. While your weaknesses and the threats facing you need to be mitigated, planned for or managed to ensure that your goals remain attainable and realistic.

## Explore Options

To begin your personal SWOT analysis, you begin by asking yourself a series of questions, answering them in the appropriate of each of the four quadrants:

### Strengths

#### **What sets you apart from others?**

Your GAPPS4 report will have identified your leadership strengths and you should include these here. You may use another, reputable leadership assessment for this.

Think also about your other strengths, all of your experience, education, hobbies as well.

- What are you really good at?
- What do other people ask you to do for them?
- What have you done that makes you really proud
- What connections do you have access to that others do not have?
- What skills do others recognize in you?

## Weaknesses

The trick here is to be utterly honest with yourself. Accept that you do have weaker areas, especially if you thought that you were good here but after asking your friends or colleagues, they said otherwise, well those belong here.

These things are to be reduced or managed.

Be fair to yourself, and forgiving (just as you are with others' weaknesses).

- What tasks do you do only because you have to do them?
- When are you most vulnerable?
- Where do you lack resources, connections or experience where others have them?
- In which tasks do you struggle to master?
- Is there anything about your personality or character that holds you back?

## Opportunities

Now turn attention to what's happening outside that may be leveraged to your advantage.

The economy is often mentioned here or under threats.

- What are the opportunities for someone who does X well? (where X is a specific skills, knowledge or resource)
- Given a fair world and the chance, what would you do that you would truly love and enjoy?
- What would you advise someone possessing your strengths that they could do?
- What trends do you see or have heard about, that have an impact on your career?
- Where is the easiest growth for you in your career?

## Threats

Lastly, consider those things or people that could derail your plans.

Clear consideration of these now will enable you to plan around things that are truly uncontrollable.

- Do you have weaknesses now that are genuinely holding you back.
- What setbacks might you encounter?
- What obstacles have others faced when doing something similar to your plans?
- Is there a person, or people, who are genuinely an obstacle in your plans? (You may be thinking that this particular person is against you and is deliberately blocking your progress. We are not looking to resolve this here, nor is this a time to blame someone else, just note it and later you will plan around the threats.

## Application

1. Ask your client to choose a coaching game card from a face down, or face up pile. I find that face down is usually quicker and more powerful, but it's up to the client.
2. Place the first card beside the Strengths box.
3. Ask the client to focus first on the picture (cover the word if it helps) in the usual manner for using TCG cards. Then use the word.
4. Set the scene and ask questions using the text from Explore Options, above. Gaining insights for each strengths and linking it from the picture or the word.

Do the same process for Weaknesses, then Opportunities, then Threats.

When all four are complete, revisit each one, and ask your client about links between:

5. Strengths that could be leveraged to develop Weaknesses?
6. Opportunities that may be counteracted upon by a Threat?
7. Do the Opportunities align with current Strengths?
8. Are the Threats the consequence of a Weakness?

You can then use this to help inform the client about their real long and short term goals.

It can be easily used to help someone prioritize better (by focusing on their Strength zone) – aka Time Management.

It can be used to allay someone's fears about perceived Threats.

And of course, it's a great way to start them on a development plan.

	Strengths		Weaknesses
POINTS OF YOU™ Place Points of You Card here			
POINTS OF YOU™ Place Points of You Card here			
	Opportunities		Threats