INTERNAL

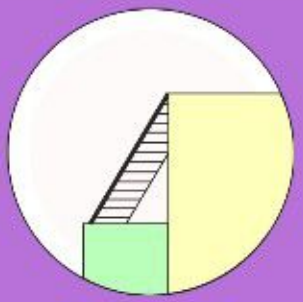
STRENGTHS

- The professional qualifications/certifications you have that makes you stand out from the rest
- Your expertise in some area make a difference to the organization
- What projects/campaigns have you completed successfully ?

WEAKNESSES

- Do you have the necessary skills/qualifications to be successful in your current or future roles ?
- Do you have bad habits ? For example frequently getting late, poor communication skills, indifferent time reporting etc.

EXTERNAL



OPPORTUNITIES

- Is there any significant changes/advancements in your industry that you can take advantage of ?
- Is there a new technology or industry trend that you can make use of in the future ?
- Is a new position advertised in your company that matches your skill set ? Or did a position became vacant ?

THREATS

- Is one of your peers doing a better job than you in a similar role ? Are both of you fighting for the same promotion ?
- Are your personal traits hurting your career advancements ?