

Below is a sample S.W.O.T Analysis. Review it for ideas of what your completed analysis might look like.

<p><b>What are your STRENGTHS?</b></p> <p>Example:</p> <ul style="list-style-type: none"><li>• I'm very creative.</li><li>• I often impress clients with my ideas for their brands.</li><li>• I have great communication skills</li><li>• I relate well with my clients and teammates.</li><li>• I have the ability to ask key questions to find just the right marketing angle.</li><li>• I'm completely committed to the success of a client's brand.</li></ul>	<p><b>What are your WEAKNESSES or "AREAS OF OPPORTUNITY"?</b></p> <p>Example:</p> <ul style="list-style-type: none"><li>• I tend to move too quickly to complete task which often impacts the quality of my work.</li><li>• I often stress out when I have to juggle multiple responsibilities.</li><li>• Presenting to a room full of people really makes me nervous and causes me great anxiety.</li></ul>
<p><b>What OPPORTUNITIES exist for you?</b></p> <p>Example:</p> <ul style="list-style-type: none"><li>• The company is expanding by entering new markets creating new openings and the potential for promotions.</li><li>• Attending industry conferences to expand my network and take advantage of training.</li><li>• A recent vacancy in my department has allowed me to step into a leadership role, which is a great career development opportunity for me.</li></ul>	<p><b>What are the THREATS to your success?</b></p> <p>Example:</p> <ul style="list-style-type: none"><li>• My colleague absolutely enjoys being in the limelight and he is my competition for the regional opening when the company expands.</li><li>• Stepping into that leadership role has significantly increased my workload and as a result my "regular" duties are negatively impacted.</li><li>• The company is considering relocating the office and if that happens I could be out of a job as I won't be able to follow.</li></ul>