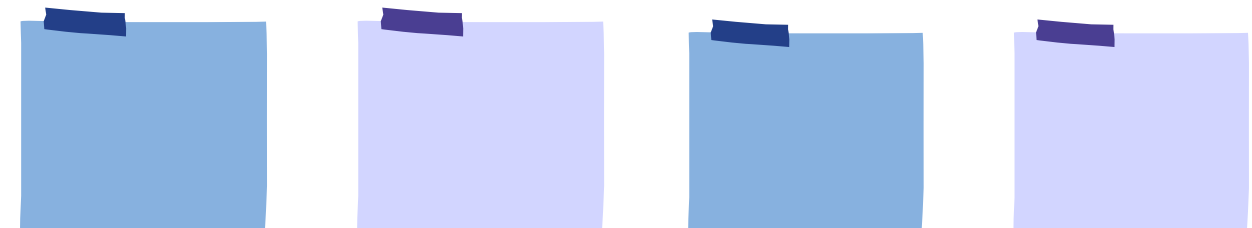


Personal SWOT Analysis

A workbook to help you identify and maximize your strengths, remove weaknesses, leverage opportunities and mitigate threats.

- 1 Spend a few minutes in reflection.
- 2 Add your thoughts in the sticky notes. Check the section headings to ensure they're in the right place.



- 3 Once your SWOT Analysis is complete, use the last page to start planning actionable career moves.

Strengths

What personal strengths make you stand out in your industry or as a professional?



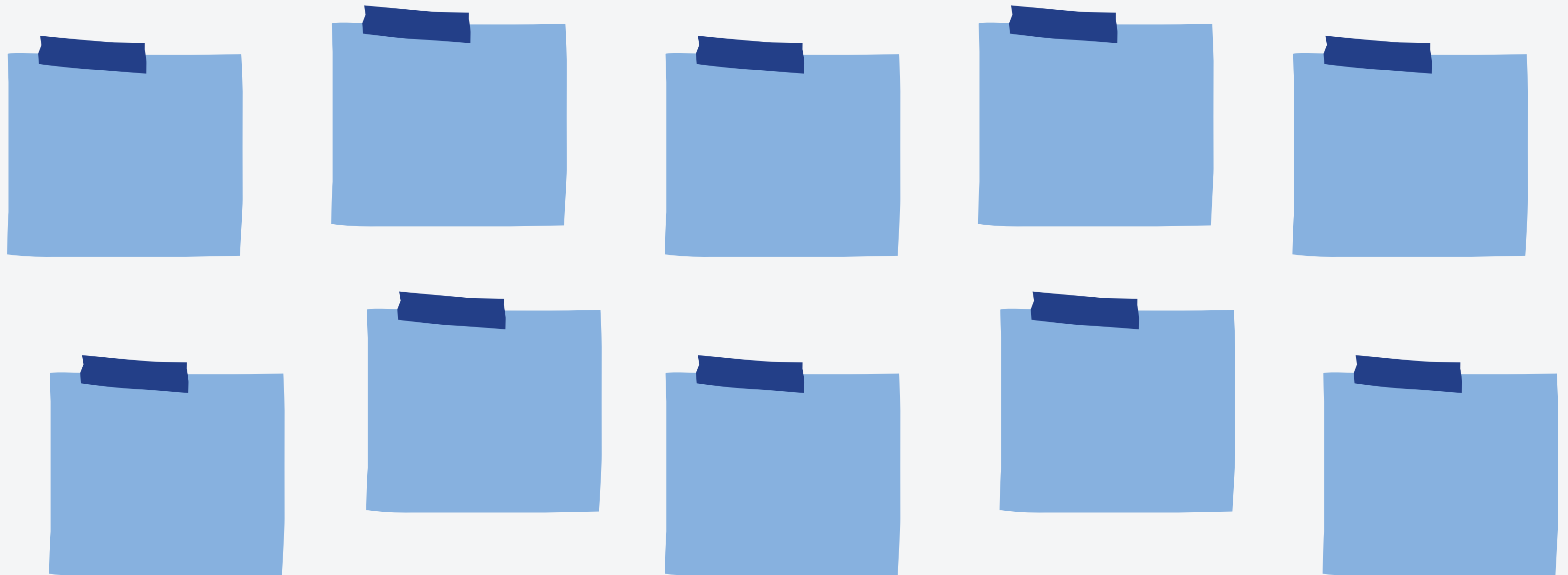
Weaknesses

In what areas can you improve in your industry or as a professional?

A grid of ten light blue sticky notes arranged in two rows of five. Each sticky note has a dark blue tab at the top, suggesting they are meant to be placed on a board or wall for brainstorming or writing down weaknesses.

Opportunities

What professional opportunities exist within your career field?



Threats

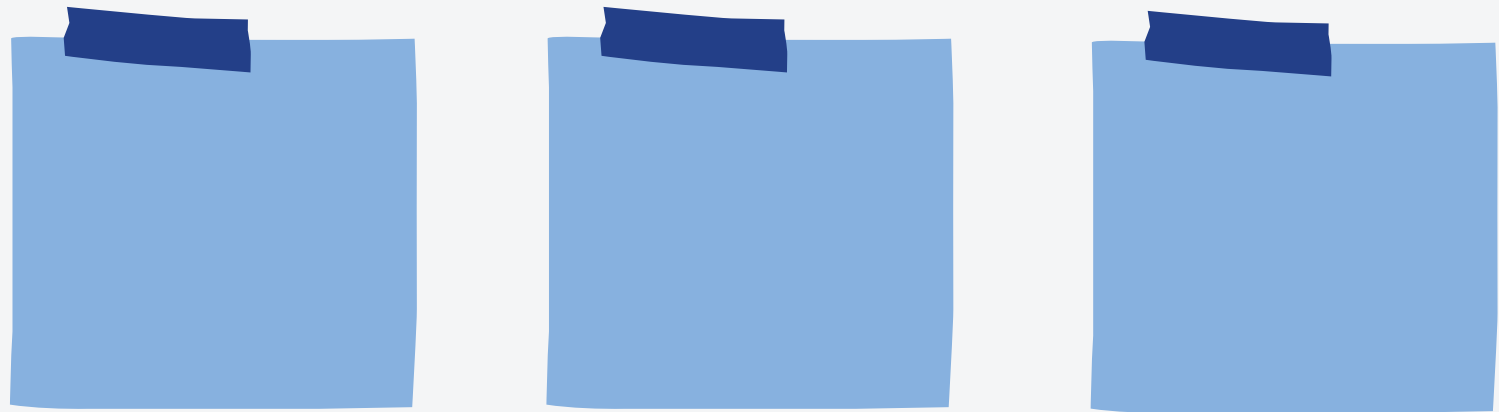
What industry threats exist within your career field?



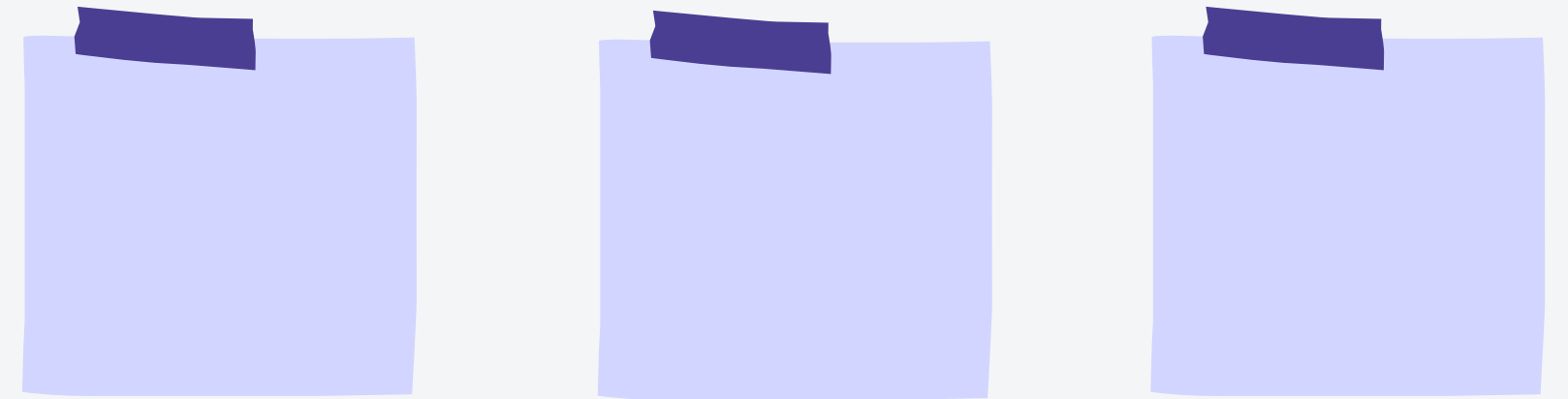
Personal SWOT Analysis

Now it's time to put it all together. Choose the most important points from each section and add them to the chart below.

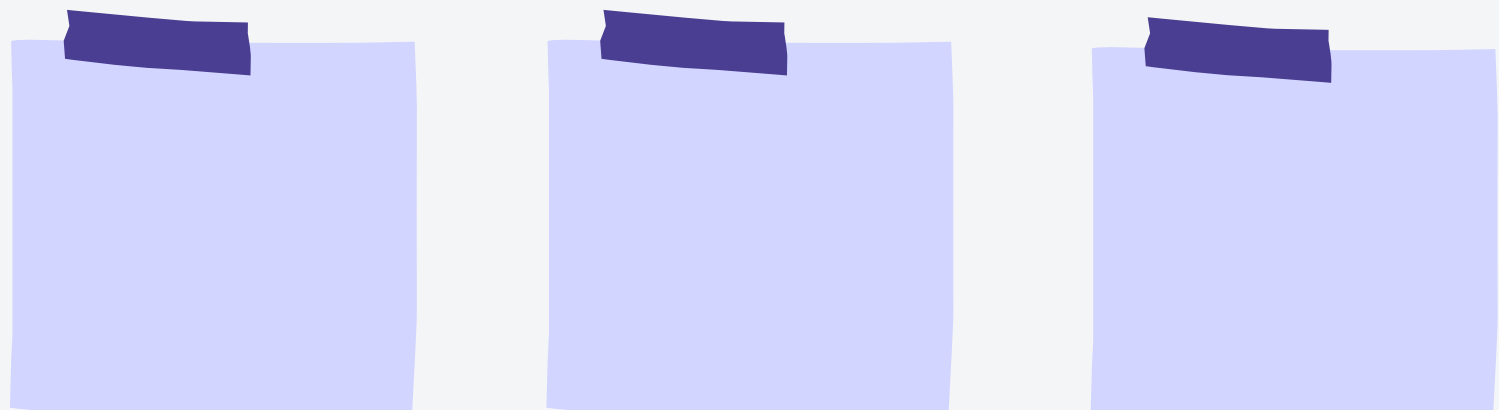
Strengths



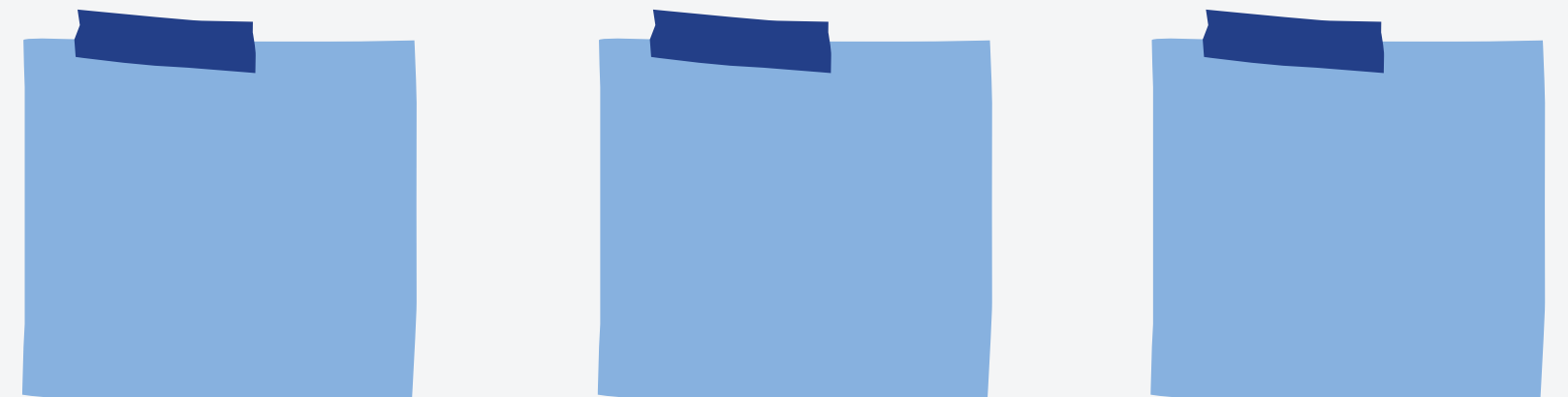
Weaknesses



Opportunities



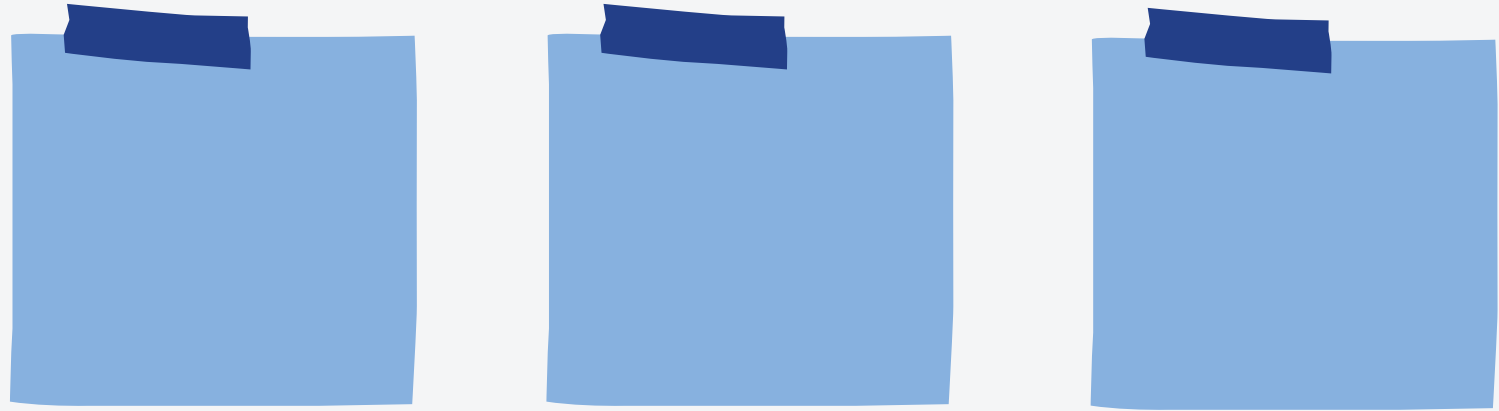
Threats



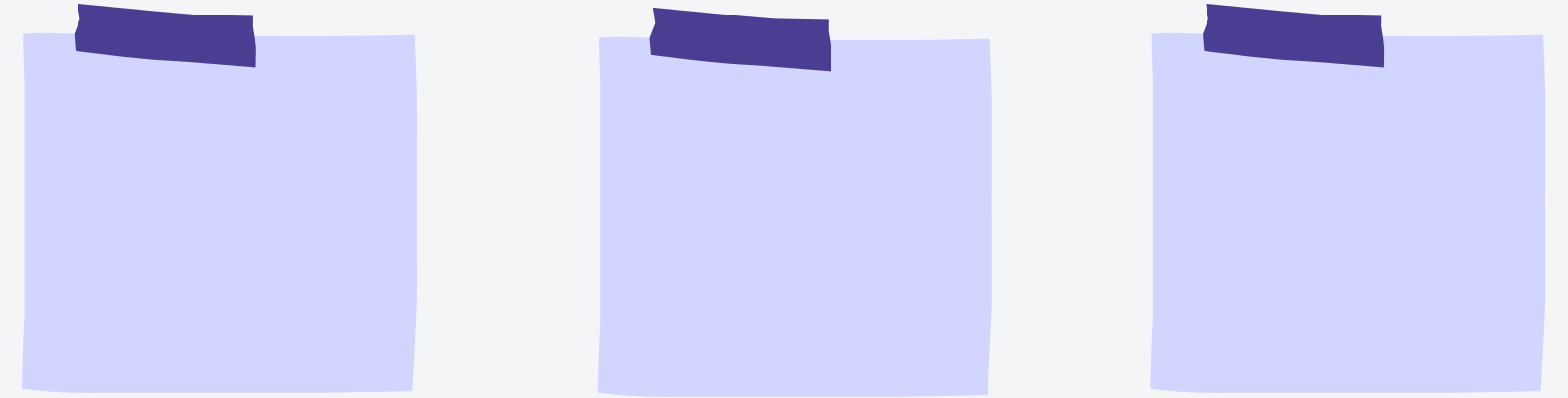
Action Items

Now go back to the previous pages and determine what next actions will help you move forward in your career.

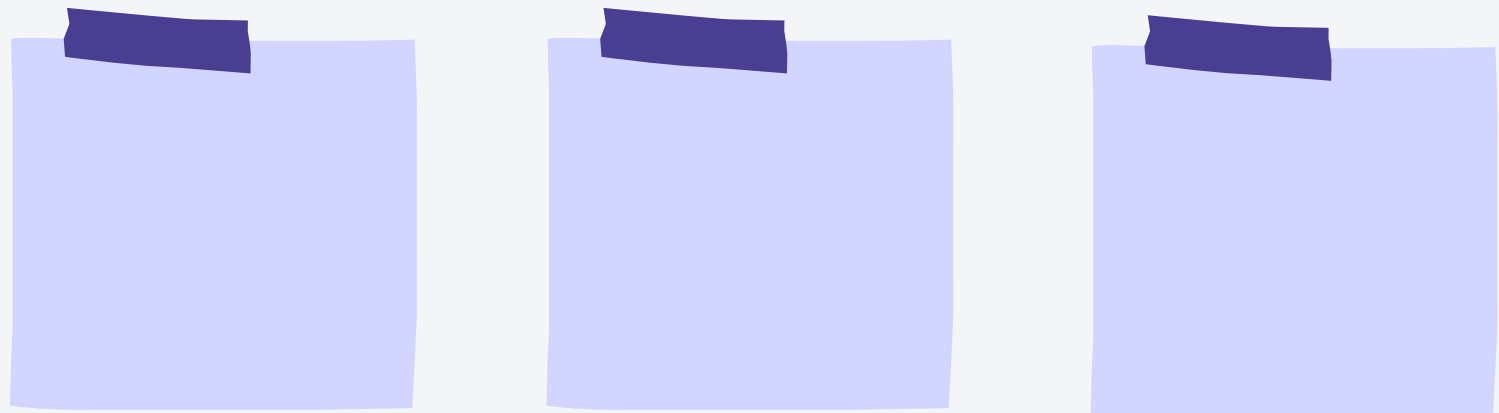
Strengths



Weaknesses



Opportunities



Threats

