Personal Assessment Tool

Name: **Membership No:**

You are most likely to succeed in life if you use your talents to their fullest extent. Similarly, you'll suffer fewer problems if you know what your weaknesses are, and if you manage these weaknesses so that they don't matter in the work you do. So how you go about identifying these strengths and weaknesses, and analysing the opportunities and threats that flow from them? SWOT Analysis is a useful technique that helps you do this.

What makes SWOT especially powerful is that, with a little thought, it can help you uncover opportunities that you would not otherwise have spotted. And by understanding your weaknesses, you can manage and eliminate threats that might otherwise hurt your ability to move forward. If you look at yourself using the SWOT framework, you can start to separate yourself from your peers, and further develop the specialized talents and abilities you need to advance your career.

How To Use This Tool

To perform a personal SWOT analysis, first print out the last page of this work sheet and write down answers to the following questions.

Strengths



- What advantages do you have that others don't have (for example, skills, certifications, education, or connections)?
- What do you do better than anyone else?
- What personal resources can you access?
- What do other people (and your boss, in particular) see as your strengths?
- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?
- Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?

Consider this from your own perspective, and from the point of view of the people around you. And don't be modest or shy – be as objective as you can. And if you have any difficulty with this, write down a list of your personal characteristics. Some of these will hopefully be strengths!

Weaknesses



- What tasks do you usually avoid because you don't feel confident doing them?
- What would the people around you see as your weaknesses?
- Are you completely confident with your current skill set? If not where are you weakest?
- What are your negative work habits?
- Do you have personality traits that hold you back in your field? (fear of public speaking or procrastination for example)

Again, consider this from a personal/internal perspective and an external perspective. Do other people see weaknesses that you don't see? Do co-workers consistently outperform you in certain areas? Be realistic – it's best to face any unpleasant truths as quickly and as soon as possible.

Opportunities



- What new technology can help you?
- Can you get help from people or support via the internet?
- Is there areas of the profession that are growing?
- Are new markets becoming apparent?
- Do you have a network of strategic contacts?
- What trends are you observing in work practices, management etc.?
- Are any of your competitors failing to do something important?
- Can you take advantage of a need that is being overlooked?
- Is there a gap that no-one is filling?

Opportunities may also arise in the following: Networking events; Conferences; Project work; Company expansion or acquisition. Importantly, take a look at your strengths and ask yourself whether these open up opportunities. Similarly, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them

Threats

- What obstacles do you currently face at work?
- Who is competing with you for projects etc.?
- What personal/professional changes are in the offing?
- How are future technology trends going to affect you?
- Could any of your weaknesses lead to threats?;



This Assessment Tool will provide key information that can point out areas for development, it can also put problem area into perspective.

The SWOT Matrix that follows is a framework for analysing your strengths and weaknesses as well as the opportunities and threats that you face. The principle is to help you focus on your strengths while taking steps to minimise your weaknesses, to take intentional steps in order to capitalise on any opportunities while arming yourself against potential threats.

This helps you think through the things that should be important to you and to set some compelling goals that motivate you toward success.

Personal Assessment Matrix



STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS