

## Activity: My Personal SWOT Analysis

The next page contains a template for you to document your strengths, weaknesses, opportunities, and threats. The following guidelines should help you:

### Strengths

What are you good at? What special talents/skills/abilities can you draw on? What have you been told are your strengths?

Examples:

- > Strong project management skills.
- > Experience presenting to large audiences.
- > Proven successful sales abilities.

### Weaknesses

What could you do or be better at? What areas do you find more difficult or have to work harder at? What have you been told are your weaknesses?

Examples:

- > Disorganized.
- > Uncomfortable speaking in front of groups.
- > Tendency to procrastinate.

### Opportunities

What opportunities do you have? Are there any trends you could use to your advantage? How can you transform your strengths into opportunities?

Examples:

- > Owning a small business will help me control my workload.
- > Working through this resource will help me learn business skills.

### Threats

What threats could hurt your business? What are your competitors doing? Do your weaknesses pose any threats to you?

Examples:

- > Family isn't as supportive as they could be.
- > Other financial obligations.
- > Other business owners may be more personable.

# SHIFT

