

STRENGTHS

▶ What is it that you do well?

▶ Why do people seek your help?

▶ When do you shine most?

▶ What's your killer app?

WEAKNESSES

▶ Which skill do you lack?

▶ What is your worst habit?

▶ How do you annoy others?

▶ What's your kryptonite?

PERSONAL S.W.O.T ANALYSIS

▶ Do you have a champion?

▶ Is your company growing?

▶ Do you have a way to make a mark?

▶ Is there a chance of promotion?

OPPORTUNITIES

▶ Do you have a competitor?

▶ Is your business changing?

▶ Do people notice you?

▶ Are you a valuable person?

THREATS