**WEAKNESSES**

▪ What tasks do you usually avoid because you don't feel confident doing them?

▪ What will the people around you see as your weaknesses?

▪ Are you completely confident in your education and skills training? If not, where are you weakest?

▪ What are your negative work habits?

**STRENGTHS**

▪ What do you do better than anyone else?

▪ What personal resources can you access?

▪ 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?

**THREATS**

▪ What obstacles do you currently face at work?

▪ Are any of your colleagues competing with you for projects?

▪ Is your job (or the demand for the things you do) changing?

▪ Does changing technology threaten your position?

▪ Could any of your weaknesses lead to threats?

**SWOT ANALYSIS**

**OPPORTUNITIES**

▪ Is your industry growing? If so, how can you take advantage of the current market?

▪ Is there a need in your company or industry that no one is filling?

▪ What new technology can help you? Or can you get help from others or from people via the internet?

▪ Do you have a network of strategic contacts to help you?