Chapter 14

Activity SS14-2 Personal SWOT Analysis

**Directions:** A SWOT analysis is a grid used by businesses to determine strengths, weaknesses, opportunities, and threats for an organization. It can also be used as a personal tool to help you determine your strengths and weaknesses as well as the opportunities and threats you may face in your personal and professional life. By completing an analysis, you can reflect on areas that you can work on to improve your self-confidence and self-esteem. Complete the following chart to perform a personal SWOT analysis. Each section includes ideas to get you started, but don’t feel limited by the examples.

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| **Strengths**What do I do well?What do others see as my strengths? | **Weaknesses**What can I improve?What do others see as my weaknesses? |
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| **Opportunities**What opportunities do I have?What can I do to turn my strengths into opportunities? | **Threats**What threats can harm me?What threats are made greater by my weaknesses? |
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