

## How to Complete my SWOT Analysis

### What to include

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Your abilities and talents</li> <li>• Specialist knowledge</li> <li>• Support networks</li> <li>• Existing success</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Your limitations</li> <li>• What skills you need to acquire?</li> <li>• Any resources you need that you do not have</li> <li>• Any personal traits that may be a problem</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• What are your dreams and goals which will have the most impact on your life?</li> <li>• How can you take advantage of your strengths to achieve your goals?</li> <li>• What changes do you need to make?</li> <li>• What special tools can you use?</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• What are the external threats (income, events) and how could they affect you?</li> <li>• What risks are there in doing nothing?</li> <li>• Identify obstacles and how you could work around them</li> </ul>

### Example

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Communication and rapport building skills</li> <li>• Supervised a team of 12 people on a project</li> <li>• Flexible and adaptable to changing situations</li> <li>• Organised and excellent at planning</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Not good at motivating self when working on my own</li> <li>• Lack of management experience</li> <li>• IT skills only basic</li> <li>• Have never done presentation or training of others</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Time management course – in house</li> <li>• Job shadowing more senior managers</li> <li>• Institute of Leadership and Management course</li> <li>• Presentation skills course</li> <li>• Local college offers good IT courses</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Potential changes to NHS</li> <li>• Extra workloads</li> <li>• New systems to learn</li> <li>• Cuts in Government funding</li> </ul>