

# Defining your Destination

## Instructions

## Personal SWOT Analysis Exercise

This exercise is useful for defining goals through looking at yourself objectively. Your strengths and opportunities will highlight potential goals that you could pursue and your weaknesses and threats identify areas that need to be managed and mitigated against to avoid them having an impact on you achieving your goals.

**Step 1:** Complete the grid provided in Appendix 1 by answering the following questions (as applicable):

|   |  |
|---|--|
| <p><b>Strengths</b></p> <p>Write down all the strengths that you have:</p> <ul style="list-style-type: none"> <li>- Personal</li> <li>- Aptitude</li> <li>- Knowledge</li> <li>- Qualifications</li> <li>- Skills etc</li> </ul> <p>What do you do well?<br/>           What do people say about you?<br/>           What achievements are you proud of?<br/>           What feedback have you received from appraisals, colleagues, teachers etc?<br/>           When you are performing at your best, what do you notice about yourself?<br/>           What strengths would your Mum say you have?<br/>           How would your best friend describe you?</p> | <p><b>Weaknesses</b></p> <p>This box does not to be a comprehensive list – only include the weaknesses that will have the biggest impact on your progress.</p> <p>Where do you see your areas for development?<br/>           What area do you know you could use some additional knowledge?<br/>           What are you secretly aware of that you would like to improve about yourself?<br/>           What causes you most concern about yourself?<br/>           What else would you like to enhance about yourself?<br/>           Where do you feel that you lack experience?<br/>           What development points have been highlighted in feedback from others?<br/>           Who do you aspire to – what strengths have they got that you would like to develop?</p> |
| <p><b>Opportunities</b></p> <p>What opportunities are open to you currently or in the future?<br/>           What opportunities would you like to create for yourself?<br/>           What is the most obvious opportunity that you could take advantage of?<br/>           What opportunities have people suggested that you should follow up?<br/>           What have other people done with your skill set?<br/>           If you developed any of your weaknesses what opportunities would open up to you?</p>   | <p><b>Threats</b></p> <p>What threats might have an impact on you?<br/>           What is likely to cause you personal imbalance?<br/>           What external factors cause you concern?<br/>           What is the most obvious threat for you?<br/>           What has created a threat for you in the past?<br/>           How likely is this now?<br/>           What threats could arise from your list of weaknesses?</p>   |

# Defining your Destination

Appendix 1

|                      |                 |
|----------------------|-----------------|
| <b>Strengths</b>     | <b>Weakness</b> |
| <b>Opportunities</b> | <b>Threats</b>  |