



3.2 SWOT ANALYSIS

*Aligning to your strengths and challenges will help you spot the opportunities that lie ahead and the potential roadblocks that can prevent you from achieving your most desired professional and personal goals. If you haven't conducted a SWOT analysis in the context of reaching your leadership goals, use this time to practice it, and then apply it to any situation in any of the areas in your **Wheel of Life**.*

1. What's the goal/outcome you're aiming to achieve?

STRENGTHS

These are the most significant qualities, skills, leadership competencies, behaviors, expertise, and other areas you can leverage to achieve this goal/outcome. **Questions:** What are you good at naturally? What skills have you worked to develop?

WEAKNESSES / AREAS TO IMPROVE

These are the most significant attributes, skills, leadership competencies, behaviors, actions, and other areas and ways in which you can improve to achieve this goal. **Questions:** What are your negative work habits? What have others highlighted as your areas for improvement?

OPPORTUNITIES

These are the most significant ways in which you can leverage your current circumstances to propel yourself closer to this goal/outcome. **Questions:** Is your industry growing? Is there a new technology, market, product, service, or relationship you can leverage?

THREATS

These are the most significant potential challenges, obstacles, and roadblocks that can get in the way of success in achieving this goal/outcome. **Questions:** What is the biggest external danger to your goals? Is your industry changing directions?

SWOT TAKEAWAYS

*Based on what you've learned, what can you do to **leverage** your strengths and opportunities and **mitigate** the weaknesses and threats? These activities/outcomes/results along with timeframes and their meaning will be part of your Massive Action Map.*

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