Individual SWOT Analysis.

The use of SWOT analysis is preceded by a SMART goal (if you don't know where you are going, any road will take you there).

You need to think of yourself as an entity or saleable asset that can perform various tasks and get paid. Why? Because you are.

When an individual, company or team has identified a goal and delineated the details, then it is prudent to apply a SWOT analysis in order to identify obstacles to success.

The four elements of a SWOT analysis are as follows:

- Strengths: characteristics of the business or project that give it an advantage over others.
- Weaknesses: characteristics that place the business or project at a disadvantage relative to others.
- Opportunities: elements that the project could exploit to its advantage.
- Threats: elements in the environment that could cause trouble for the business or project.

The SWOT analysis defined:

- **Strengths:** Well … what are they?
  _____
  _____

- **Weaknesses:** Can you list them? Are you willing to confront those weaknesses, learn from these and make the necessary improvements? Are you willing to invest the time in order to define and act upon those definitions?
  _____
  _____

- **Opportunities:** What opportunities are out there? Where are they?
  _____
  _____

- **Threats:** What threats are you aware of? Budgets, time, ability, competition?
  _____
  _____

Summary: Write out a summary of what needs to be done, who will do it and resources needed to get it done.

SWOT analysis is another tool used to clarify the objective and perils that accompany it.

Success favours the prepared as you know.

YOU Working With YOU

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