



Developing a Personal Strategic SWOT Analysis

How to create strategies to build the You of the future.

by [Andrew Cooke](#), [Blue Sky GPS](#)

We are all familiar with a SWOT Analysis being used on our business. SWOT is an acronym for identifying your company's Strengths, Weaknesses, Opportunities and Threats. But did you know you can use it on yourself? And that you can use it to generate strategies to help you develop yourself? There are several steps involved:

1. Identify your key Strengths, Weaknesses, Opportunities and Threats – have no more than 5 bullet points for each.
2. For each of the intersections ask the following questions:

Intersection	Key Question
Strengths/Opportunities (S/O)	How do I use my strengths to exploit and further open up the potential of my opportunities?
Weaknesses/Opportunities (W/O)	What do I need to do to ensure my weaknesses don't interfere with my ability to capitalize on my opportunities?
Strengths/Threats (S/T)	How do I use my strengths to overcome my threats?
Weaknesses/Threats (W/T)	If these weaknesses combine with these threats, then what do I need to do to mitigate the impact on me?

3. For each intersection develop two or three strategies and write them in the box.
4. From the eight to twelve strategies you have developed select the top three which will have greatest impact for you and develop an action plan around them. You should produce something like the example in the picture below.



Example of a Personal Strategic SWOT

		INTERNAL FACTORS	
		STRENGTHS (S) <ul style="list-style-type: none"> • Excellent people skills • 22 years industry experience • Team player & high-performer 	WEAKNESSES (W) <ul style="list-style-type: none"> • Find it hard to say 'no' • Poor time management • Prefer to avoid conflict
EXTERNAL FACTORS	OPPORTUNITIES (O) <ul style="list-style-type: none"> • New boss • Expanding organization • Market growing 	<ul style="list-style-type: none"> • Position for new roles with market growth S/O • Work with new boss to help him succeed/look good 	<ul style="list-style-type: none"> • Prioritize work to my and the boss' needs W/O • Develop assertiveness
	THREATS (T) <ul style="list-style-type: none"> • Technology, skills obsolete? • Internal 'turf wars' • Staff being poached 	<ul style="list-style-type: none"> • Create reciprocity with other areas S/T • Build close personal relationships to help retain people 	<ul style="list-style-type: none"> • Learn to be a strong negotiator W/T • Develop key staff who area 'fit' with our values

Top 3 Strategies:

1. Work with new boss to help him succeed/look good
2. Learn to be a strong negotiator
3. Create reciprocity with other areas

Develop your own Personal Strategic SWOT and take action of what you develop from it. Share this with your team and get them to individually develop their own Personal Strategic SWOT. This will open up the discussion, give you insight to what they are thinking and why, and help to align people, expectations and performance.

A further freebie: Use this tool for your team – as a group go through the exercise asking “As a team what do we need to do to be high-performing?”

About Andrew Cooke and Blue Sky GPS (Growth & Profit Solutions)

Andrew Cooke

An experienced executive coach, business facilitator, and management consultant Andrew has more than 25 years' national and international experience, working across a range of industries and businesses. He is passionate in helping people, teams and companies to unlock their individual and collective potential, enabling them to achieve their personal and business goals and, in turn, to help them unlock the potential of others.

Andrew has extensive experience in dealing with both blue-chip and start-up companies, and has had extensive international experience in the UK, the Middle East and Ireland across a range of industries.



He has post-graduate business qualifications with a Master's in Business Administration (MBA) from the London Business School. He is an accredited associate coach for Marshall Goldsmith Stakeholder Centered Coaching in coaching executives and leaders.

Blue Sky GPS (Growth & Profit Solutions)

Andrew runs [Blue Sky GPS \(Growth & Profit Solutions\)](#), working with individuals, teams, groups and corporate so they can unlock their potential, that of others, and create a life and a job they love and choose to lead.

Through customized development programmes using experiential learning, backed by group workshops, individual one-to-one coaching and on-going support the individual and group development needs are addressed, the skills and capabilities are unlocked and the people can grow and achieve both personal and business outcomes on a sustainable basis. His blog, Growth and Profit, can be found at <http://growthandprofit.me>.

To find out more about this visit the [Blue Sky GPS website](#) or contact Andrew at andrew.cooke@business-gps.com.au or on +61 (0)401 842 673.