



# Leadership Mastery

The Five Leadership Skills to Success – A. Get a  
Solid Footing!

## Workbook SWOTs

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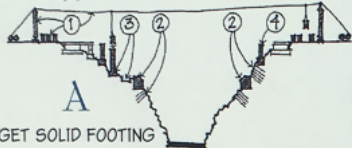
## Build a Bridge to Leadership

- A. Get Solid Footing
- B. Lay the Path
- C. Span the Gap
- D. Raise the Road
- E. Enjoy the Ride

# Step by Step

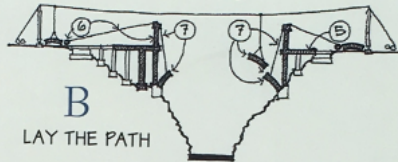
From start to finish, building the Memorial Bridge took nearly a decade. Five years were needed for design work, the relocation of electrical transmission lines, and the construction of new highway approaches. The bridge itself took another five years to build.

1. Span the canyon with a cableway; set up cranes, winches, and staging areas.
2. Stabilize cliffs; excavate arch foundations.
3. Pour concrete foundations.
4. Stack columns on foundations.

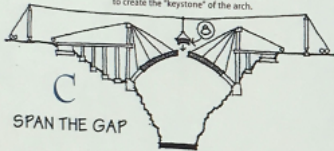


The bridge's concrete columns and steel girders were manufactured off-site, then stored in staging areas so that they were ready when needed. This allowed the builders to meet an ambitious schedule for completion.

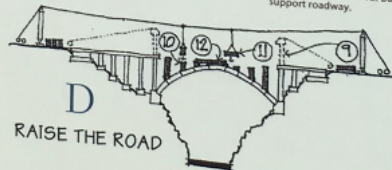
5. Install beams and decks of approach roads.
6. Set up towers, winches, and cables to support the arch segments.
7. Place forms and pour concrete to create arch segments.



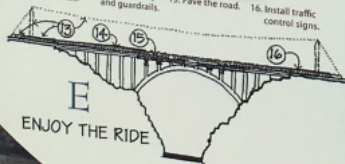
8. Place the final form and pour concrete to create the "keystone" of the arch.



9. Remove the temporary towers and cables that supported the arch segments.
10. Stack vertical columns on the arch.
11. Install beams to support roadway.
12. Build road deck.



13. Remove temporary cableway and cranes.
14. Build walkway and guardrails.
15. Pave the road.
16. Install traffic control signs.



Opened October 19, 2010

This image is courtesy of the U.S. Department of the Interior.

# INTRODUCTION

Welcome to  
Leadership **Mastery**

## The Five Leadership Skills to Success – **Step A. Get a Solid Footing!**

We can't wait to watch you succeed – not just once but every time! You will find yourself using this method in your everyday life – not just during this leadership course!



### Your Personal Roadmap...

This workbook accompanies the program you just signed up for with extra note space at the end. Jot down your ideas and put together a game plan as we walk you through this great roadmap to leadership success.

Now this isn't a method we just invented out of thin air. At UConnect Solutions we have over 30 years of experience in leadership and research.

After going back and reviewing time-tested methods we have found the truth about Leadership – It's simply understanding yourself, your team, and your company. This then gives you the expected results of increased revenue and satisfied customers and employees.

We put this workbook together with you in mind. It's time to Enjoy the Ride!

Congratulations on your next step to success!



Holly Katko  
CEO  
UConnect Solutions, Inc.

Welcome! This is **Section A. Get a Solid Footing** of the companion workbook to our UConnect Solutions University course Leadership **Mastery**.

This section will guide you as you follow through and continue your plan for success for yourself, your team and your company.

### **How to use the workbook**

Download and save the workbook before filling in your answers.

Here's how it works. In this course, we'll teach you the importance of know you're your team and your company **before** setting goals and teamwork.

But knowledge alone isn't enough - you need to TAKE ACTION! That's why we created this workbook for you to download or print and fill in the blanks. You will also find great Toolboxes with additional tools for you and your team to download and use in coaching sessions or team meetings.

This is your roadmap to know exactly what steps to take once you've completed the course.

We designed this workbook to follow along with the lessons in our course. If you find yourself getting stuck, go back to the course and see if one of our lessons can help you out.

If you still need help, contact us at [info@uconnectsolutions.com](mailto:info@uconnectsolutions.com) We're here for you!

UConnect Solutions exists to help people like you turn their dreams into passions and passions into success. Do it Now! When you see the DIN symbol in the program – that means to do it now! Do not wait. Procrastination is the enemy!



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## GET A SOLID FOOTING

Get A Solid Footing: You cannot move to the next step in the process unless you have a solid footing. That means fully understanding yourself, your company, and your staff. You must know where you are to know where you are going. That means developing S.W.O.T.s for you, your team and your company. SEE your Foundational Toolbox to download SWOTS tools - have fun!

### S.W.O.T.

What is a S.W.O.T. ? It's one of those great acronyms that was developed in the 1960's by Albert Humphrey. This simple acronym was the start of producing long term planning for companies.

Why? Because it took a simple concept that was easy for all levels of the organization to understand and created a real planning breakthrough. It stands for...

- S. STRENGTHS
- W. WEAKNESSES
- O. OPPORTUNITIES
- T. THREATS

When you take the time to do a SWOT analysis, you'll be armed with a solid strategy for prioritizing the work that you and your team need to do to grow your business.

You may think that you already know everything you need to succeed, but a SWOT analysis will strategically help you to look at yourself, your business, and your staff in new ways and from new directions. You'll look at your strengths and weaknesses, and how you can leverage those to take advantage of the opportunities and threats that exist.

Strengths and Weaknesses are internal to you, your company, and staff—these are areas that you have some control over and can change.

Examples would be YOU are great at beginning a project with the end in mind - your Strength. Being the lighthouse for your vision, but your Weakness is putting together all the detailed steps to get to that end result – or project management.

While Opportunities and Threats are external items that are going on outside of you or your company.

You can take advantage of Opportunities and protect or manage against Threats through the identification of the Opportunity within the Threat.

An example would be that your Threat is you don't have enough staff and you are concerned your team will get burned out. Your Opportunity could be that a new school program has opened in your area that provides skilled labor in this area.

Let's make this personal!!! Read through each of the questions in the SWOT exercise and review each question. Fully understand each quadrant by reviewing some great information below the quadrants.

Once you have read the additional ideas for success – go ahead and fill in the quadrants for you, your team, and your company.

# YOUR PERSONAL SWOT

(Review descriptions below in each quadrant for additional ideas)

S.W.O.T. SELF	
STRENGTHS	WEAKNESSES OPPORTUNITIES THREATS
<p><b>Strengths</b></p> <p>What skills drive your passion?</p> <p>What makes you unique?</p> <p>If you could choose one strength to do every day, what would it be?</p>	<p><b>Opportunities</b></p> <p>What Opportunities would expand your growth?</p> <p>What trends are you seeing?</p> <p>What strengths can you use to turn these opportunities into reality?</p>
<p><b>Threats</b></p> <p>What threats do you feel or envision?</p> <p>What threats do your weaknesses expose you to?</p> <p>What conditions cause a threat?</p>	<p><b>Weaknesses</b></p> <p>What do you not like to do?</p> <p>What disempowers you?</p> <p>What do you want off your plate now?</p>



## STRENGTHS

Strengths are things that you do particularly well, or in a way that distinguishes you from others. Ask yourself these questions:

What makes you unique?

What excites you to the point of where you feel passion and want to achieve it every day?

What makes you tick?

What do you do better than anyone else?

Here are some words that might jog your mind. It's important to know why you do what you do and where your skills are. This will also help you find those individuals that compliment your weaknesses and will then strengthen you and your company through their skills.

First circle or highlight all that pertain – go through the list quickly – don't overthink – just react to what resonates with you.

Visionary	Administration	Advising	Accounting
Budgeting	Project Management	Communication	Compilation
Goal Setting	Counseling	Creativity	Data analysis
Delegation	Detail-oriented	Direction	Editing
Empathy	Empowerment	Evaluation	Explanation
Finalization	Outline/Steps	Guidance	Hosting
Negotiation	Imagination	Implementation	Influence
Initiation	Innovation	Finish Projects	Interviewing
Judgment	Leadership	Learning	Listening
Managing	Marketing	Motivation	Navigation
Negotiation	Observation	Organization	Oversight
Goal Achievement	Planning	Preparation	Presentation
Prioritization	Product development	Proofreading	Qualification
Questioning	Recording	Customer Service	Reporting
Research	Resolution	Reviewing	Sales
Scheduling	Simplification	Speech	Strategy
Communication	Supervision	Support	Teaching
Team building	Tracking	Training	Troubleshooting
Understanding	Uniting	Liaison	Upgrading
Verbalization	Verification	Volunteer	Writing
?	?	?	?

NEXT – Pick the top three from the list above that really resonate with you. Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

You can also print it and keep it close by to refer to.

NOW - PICK THE TOP THREE STRENGTHS THAT ARE IMPERATIVE FOR YOU TO WORK ON IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

What will you do to make your strengths become even stronger?

It is important to really focus on your strengths – what does that mean to you?

**Here are some ideas.**

Schedule time every day to let strengths shine. When will you schedule?



Time of day:

Circle what days of the week? M T W T F S S

Take strengths and begin to build additional opportunities around them. What would those opportunities be?

Think outside the box – be creative. Build your passion into every day and in every way – what are those ideas?

For example, your strengths might be that you are a visionary, and you love to start the process and lead others into fully developing the process. You really want to spend more time in this area.

You also realize that you have additional strengths of training and uniting teams while listening to their concerns. You know that you could really strengthen these skills while building new programs.

So, to think outside the box, you realize you could strengthen these additional skills by having your team work on building online training programs that allow you to get your message out to many more team members on a consistent basis.

Here you not only used your lighthouse abilities, but also used other team members to strengthen the skills that you already have. That’s called thinking outside the box!



## WEAKNESSES

Now it's time to consider your weaknesses. Be honest! A SWOT Analysis will only be valuable if you gather all the information you need. So, it's best to be realistic now, and face any unpleasant truths as soon as possible.

You will note in this quadrant that the weaknesses are in the opposite corner of the strengths – the reason for this is they are the opposite of you. Note I say the Opposite of YOU because it is.

Weaknesses are not what you are good at – even if you wanted to be good at doing them. “IN EVERY MOMENT OF LIFE, YOU SHOULD BE WHAT YOU OUGHT TO BE”.

I cannot stress this point enough! So many times we focus on our weaknesses instead of pouring that energy into our passion. Trust me you will be ten times better at what you are doing if you do just this one thing “BE WHAT YOU OUGHT TO BE” – Live a life of passion!

Now is your time to really understand what you do not want to do and start thinking about who can excel in your areas of weakness to bridge this gap. With the help of others, or systems, or companies it will push you past the mundane and into a life of passion.

Let's use the same list and now circle or highlight those areas that you are weakest in. I'll repeat these instructions below.

What disempowers you and what do you want off your plate now. Now circle or highlight those areas. Start thinking about who or what can help you in these areas.

You do not want to spend your time on the weaknesses. Instead spend your time in those areas that you excel. This will lead YOU to...

#1 A much higher life satisfaction level

#2 Much more success for you, your company, and your colleagues.

Everyone has been put on this earth for a reason – why not let them do what they are good at!

First circle or highlight all weaknesses that pertain to you – go through the list quickly – don't overthink – just react to what resonates with you.

Visionary	Administration	Advising	Accounting
Budgeting	Project Management	Communication	Compilation
Goal Setting	Counseling	Creativity	Data analysis
Delegation	Detail-oriented	Direction	Editing
Empathy	Empowerment	Evaluation	Explanation
Finalization	Outline/Steps	Guidance	Hosting
Negotiation	Imagination	Implementation	Influence
Initiation	Innovation	Finish Projects	Interviewing
Judgment	Leadership	Learning	Listening
Managing	Marketing	Motivation	Navigation
Negotiation	Observation	Organization	Oversight
Goal Achievement	Planning	Preparation	Presentation
Prioritization	Product development	Proofreading	Qualification
Questioning	Recording	Customer Service	Reporting
Research	Resolution	Reviewing	Sales
Scheduling	Simplification	Speech	Strategy
Communication	Supervision	Support	Teaching
Team building	Tracking	Training	Troubleshooting
Understanding	Uniting	Liaison	Upgrading
Verbalization	Verification	Volunteer	Writing
?	?	?	?

PICK THE TOP THREE WEAKNESSES THAT ARE IMPERATIVE TO DELEGATE IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day. You can also print it and keep it close by to refer to.

Again, start thinking about who or what can take over these areas of weakness for you so you can put all your power into your strengths.

**DELEGATION IS THE KEY TO SUCCESS.**

Whether that is delegation to a person, system, or outsourcing company. Think outside the box on how you can get those things that drag you down off your list. Delegation empowers you and those that receive the skill that you delegated are now empowered!

Fill in the following:

**Weakness #1**

Who to Delegate to?

What system/function could be put into place to manage this area?

Is there an outsourcing firm that could help?

Other ideas for changing a weakness into a strength?

When will you implement this change?

**Weakness #2**

Who to Delegate to?

What system/function could be put into place to manage this area?

Is there an outsourcing firm that could help?

Other ideas for changing a weakness into a strength?

When will you implement this change?

**Weakness #3**

Who to Delegate to?

What system/function could be put into place to manage this area?

Is there an outsourcing firm that could help?

Other ideas for changing a weakness into a strength?

When will you implement this change?

***DELEGATION EMPOWERS YOU AND THOSE THAT RECEIVE THE SKILL THAT YOU DELEGATED***

## OPPORTUNITIES

Opportunities are openings for something positive to happen, but you'll need to take action to claim them for yourself!

You will note that opportunities are shown in the opposite quadrant of threats. The great thing about spotting opportunities is they can many times shore up issues that could be a potential threat.

This is why you always want to keep an open mind to opportunities that may actually exist within a threat. You never know when or where your next opportunity will come from!

Being able to spot and more importantly take action when you see an opportunity makes all the difference between you and the next person in line for the opportunity.

### ***ONLY 10% OR FEWER OF THE POPULATION ACTUALLY ACT UPON OPPORTUNITIES***

This leads you right from opportunity into Strengths. The more you act upon opportunities the stronger you will become and more confident. Many people are afraid of the unknown. It's your job to see it and do it.

Look for opportunities every day. Soon they will become apparent much more often, don't ignore them! Venture into these areas and grow.

Think about great opportunities you can spot immediately. These don't need to be game changers: even small advantages can increase your strengths. Include words such as the following to describe your opportunities. This will strengthen your vision for success!

For example, I have an unexpected and fantastic opportunity to utilize my Leadership program to help a company get to the next level!

Unexpected and Fantastic	Unbelievably	Appropriate	Consequently
Inexhaustible	Unique	Agreeable	Continuously
Favorable	Extremely	Suitable	Ready-made
Natural	Perfect	Risk-Free	Exhilarating
Incomparably	Absolute	Unbelievable	Unusual
Safe	Early	Easy	Timely
Precious	Recent	Obvious	Formative
Inspiring	Positive	Direct	Lucrative

TOP 10 OPPORTUNITIES - use the above descriptive words to bring your Opportunities ALIVE!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 10.

Circle or highlight the Top Three Opportunities and attach one of the above words to it as mentioned above - Make it come alive!

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

You can also print it and keep it close by to refer to. Explain why each one is an opportunity?

What will you do with this opportunity?

When will you act upon it?

When will you make it a SMART GOAL?

## THREATS

Threats include anything that can negatively affect you. Identify any threats. These are external things and events that are worrying you, or that might happen and prevent you from either achieving your goals or taking advantage of the benefits.

The best way to overcome any threat is to develop a plan to overcome these threats. We recommend a great way to do this is to look at each threat realistically and come up with three plans to overcome the threat. Choose the one that you feel will be the best solution. If that one doesn't work, then you will have Plan B & C to fall back on.

Threat	Fill in 3 Solutions	Final Solution	When to Complete
#1	Plan #1.	Choose One:	Date Time
	Plan #2.		
	Plan #3.		
#2	Plan #1.	Choose One:	Date Time
	Plan #2.		
	Plan #3.		
#3	Plan #1.	Choose One:	Date Time
	Plan #2.		
	Plan #3.		

Always remember – never make a threat bigger than it is. Write down what is the worst thing that could happen if the threat occurred. Then go from there.

Eliminate this wasteful worry time by developing a plan now. Make sure it is time bound and stick to the plan!

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

You can also print it and keep it close by to refer to.



## COMPANY S.W.O.T.

Let's get a clear picture of the company based upon your own personal assessment first. Once you have your own assessment, then it's time to bring other leaders in the company together to dig even deeper into the SWOT for the company.

Involve other employees from different departments who have different perspectives on the company. The deeper you go, the deeper the understanding. This process also builds a stronger culture. More involvement means more dedicated employees. Through this involvement the employees in turn will feel more connected to the company and will naturally look for ways to build the strengths and opportunities for the company.

Innovative companies even look outside their own internal ranks when they perform a SWOT analysis and get input from customers to add their unique perspective as well. It's always good to see what the end user sees. You can do this on a broad scale with surveys or you can pick your top clients and involve them in the process – or do both!

The more perspectives the better. Build out the questioning based upon their external view of the company. What do they like? What don't they like?

COMPANY S.W.O.T.			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Strengths</p> <p>What skills drive your company's passion?</p> <p>What makes your company unique?</p> <p>If you could choose one strength for your company to focus on every day, what would it be?</p>		<p>Opportunities</p> <p>What Opportunities would expand your company's growth?</p> <p>What trends are you seeing?</p> <p>What strengths can you use to turn these opportunities into reality?</p>	
<p>Threats</p> <p>What threats do you feel or envision internally and externally?</p> <p>What threats do your company's weaknesses expose it to?</p> <p>What conditions cause a threat?</p>		<p>Weaknesses</p> <p>What is your company not good at doing? What decreases revenue?</p> <p>What can you eliminate now from your company to make it stronger?</p>	

## STRENGTHS

Strengths: Just like personal strengths we need to look at the company and understand what makes it stand out from the competition.

For example, if all your competition provides the exact same product – let's say it's Auto Repair. The guy/girl down the street offers the same exact service and same types of cars serviced, let's say the prices are even the same – or very close. What strengths do you have over your competition? What do you have that they don't?

Do It Now!



Let's look at some common questions you can ask to obtain your company strengths.

What business processes are successful?

What assets team asset do you have? Knowledge, education, networks, skills, reputation, etc.?

Is the culture of your company strong? Why or why not?

Do employees embrace change? Why or why not?

What assets do you have, i.e., equipment, technology, cash, patents, loans, investors?

What competitive advantages do you have over your competition?

What do you do better than anyone else? What values drive your business?

What unique or lowest-cost resources can you draw upon that others can't?

LIST THE TOP 10 STRENGTHS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PICK THE TOP THREE STRENGTHS THAT ARE IMPERATIVE TO MAKE YOUR COMPANY EVEN STRONGER IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

## WEAKNESSES

Now it's time to consider your organization's weaknesses. Be honest! A SWOT Analysis will only be valuable if you gather all the information you need. So, it's best to be realistic now.

Weaknesses can be found inherently within many areas of your organization. Focus on your people, resources, systems, and procedures. Think about what you could improve, and what tools do you have readily available to improve in these areas.

Do not look at Weaknesses as a negative, but instead as a positive. Once you uncover your weaknesses it will literally take a load off of you and your team's shoulders. You will then be able to easily see and focus on what your highest priorities are and what can be fixed and needs to be fixed now.

The great part about weaknesses is you are asking close to the same questions as the strengths – only focusing what needs to be improved.

Enjoy the ride!

Let's look at some common questions you can ask to discover your company weaknesses. Once again – think outside the box! Build more questions along the way!

Do It Now!



What business processes are not successful?

What assets are missing in your team, such as knowledge, education, network, skills, and reputation?

Is the culture of your company weak?  
Why?

Are employees adverse to change?  
Why?

What assets are missing, such as customers, equipment, technology, cash, and patents, loans, investors?

What competitive disadvantages do you have?

What do you do worse than anyone else?

Why are the values not driving your business?

What's missing?

What unique or lowest-cost resources are you missing out on that others can draw upon?

Does your company have a Unique Selling Proposition (USP)? Is it strong enough? Does it make a big enough impact in your client's eyes?

Then turn your perspective around and ask yourself what your competitors might see as your weaknesses. What factors occur that keep your company from getting the sell?

Take time to examine how and why your competitors are doing better than you. What are you lacking?

#### LIST THE TOP 10 WEAKNESSES

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PICK THE TOP THREE WEAKNESSES THAT ARE IMPERATIVE TO WORK ON IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

## OPPORTUNITIES

Opportunities are openings or chances for something positive to happen, but you'll need to see them for yourself!

They usually arise from situations outside your company and require a keen view as to what might happen in the future. They might arise as developments in the market, technology, pandemics or changing local or global outlooks.

Being able to spot and capitalize on these opportunities can make a huge difference to your company's ability to compete and take the lead in your market.

Think about good opportunities you can spot immediately. These don't need to be game changers: even small advantages can increase your organization's competitiveness. What interesting market trends are you aware of, large or small, that could have an impact on the company?

Do It Now!



Opportunity is everywhere if you open your eyes to it and reach out to others in and out of your field of expertise. Along with the questions in the matrix, here are some questions to ask of your company:

Is your business expanding with many opportunities?

How is it expanding?

Are there add-on products you could be offering or taking advantage of?

Are there other companies you could partner with?

Could your competitors have difficulty with adopting to a particular aspect of your market i.e., technology?

Are there local or federal government regulations that could help to expand your business?

Is there a client market you should be looking at?

Next. List the top ten opportunities that come top of mind. This is a great exercise to do with your team. It is amazing how many great ideas come about.

When you open the floor to others within your company, you will be amazed at the ideas that will begin to flow. Think outside the box – no answer is a wrong answer. Budding thoughts are the perfect spot to develop creativity.

**LIST YOUR TOP 10 OPPORTUNITIES**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

**PICK THE TOP THREE OPPORTUNITIES THAT ARE IMPERATIVE TO WORK ON IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.**

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day. Develop one idea at a time and watch the change in the company!



# THREATS

Threats include anything that can negatively affect you from the outside, such as a loss of a supply chain, shifts in market requirements, or a shortage of recruits or new or current clients.

It's vital to anticipate threats and to take action against them quickly. These can stall or stop growth or shut down your company.

Find out why they stop you and what can you do to move through these obstacles. You will find that help from someone else will build this weakness into a strength. Use your inner team to discuss and anticipate threats before they occur.

Now look closely at your strengths, is there a strength or several that you can use to combat the weaknesses?

What new solutions did you and your team come up with in the opportunity section. You now have plenty of ammunition to defend against threats and turn them into a positive.

Do It Now!



Here are some questions to be asking:

Clients – Do you have a broad number of clients in varying fields of business? The more diverse your client base the safer your company. If not, how can you change this?

Qualified Employees – Are you having difficulty finding the right level of employee for the job to be done i.e., education, certifications, license, etc. If so – see what your competitors are doing? What can you do now to ensure a funnel of applicants at all times?

Loss of supply chain – do you have more than one supply chain. ALWAYS have a plan B. If you do not, this will not only stop your business, but your cost of doing business will be dictated by the high cost of your supplier.

Shift of market or business – always be looking into the future – 6 months, 1 year, 2 years etc. Will you be in business 10 years from now? What will that look like? Prepare now for the future.

Evolving technology – how can you use this to your advantage. Do not overpay for technology – always spend wisely with a vendor that will be looking to the

future with you. Or bring the technology in house if it is not too costly.

Are you having cash flow problems – look for long term solutions.

## LIST YOUR TOP 10 THREATS

You will want to get all departments involved in this process to ensure you can work on this as a company. The more internal involvement the better.

Make sure, as you look at the threat, have all involved and come up with a potential solution. We want all ideas on the table. This is a perfect brainstorming situation. Strengthen your culture through involvement.

### TOP 10 THREATS

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

PICK THE TOP THREE THREATS THAT ARE IMPERATIVE TO WORK ON IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

Extra Notes...

## STAFF S.W.O.T.'S

Once you fully understand your SWOT and the company's SWOT it's now time to apply what you have learned to understanding your staff. I recommend that you perform a SWOT on each of your staff members.

Have your staff perform their own SWOT on themselves. This will help you better understand what makes your staff tick. What you think you understand about your staff may be completely different from what your staff's thinks their SWOT is.

Don't underestimate the strength of this simple process. Your goals, your company goals, and your staff goals all ride on truly understanding the tools you have in front of you. Without true/honest, well-thought-out SWOT's your goals will be built on a paper foundation.

Please use the following SWOT for each of your staff members. You can also use these in team meetings if your staff is open to sharing. The more open you and your staff are about you and their S.W.O. T's, the stronger the culture will be and your ability to ensure all employees are in the positions they should be.

I recommend that you keep the S.W.O.T. matrix as shown below with questions to help inspire those that are filling it in. They can also take this home and have their families perform their own S.W.O.T.'s. It's amazing what you can learn!

(Staff SWOT - review description below quadrant for additional ideas)

S.W.O.T.			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p><b>Strengths</b></p> <p>What skills drive your passion?</p> <p>What makes you unique?</p> <p>If you could choose one strength to do every day, what would it be?</p>		<p><b>Opportunities</b></p> <p>What Opportunities would expand your growth?</p> <p>What trends are you seeing?</p> <p>What strengths can you use to turn these opportunities into reality?</p>	
<p><b>Threats</b></p> <p>What threats do you feel or envision?</p> <p>What threats do your weaknesses expose you to?</p> <p>What conditions cause a threat?</p>	<p><b>Weaknesses</b></p> <p>What do you not like to do?</p> <p>What disempowers you?</p> <p>What do you want off your plate now?</p>		

## STRENGTHS

Strengths are things that you do particularly well, or in a way that distinguishes you from others. Ask yourself these questions:

What makes you unique?

What excites you to the point of where you feel passion and want to achieve it every day?

What makes you tick?

What do you do better than anyone else?

Here are some words that might jog your mind. It's important to know why you do what you do and where your skills are. This will also help you find those individuals that compliment your weaknesses and will then strengthen you and your company through their skills.

First circle or highlight all that pertain – go through the list quickly – don't overthink – just react to what resonates with you.

Visionary	Administration	Advising	Accounting
Budgeting	Project Management	Communication	Compilation
Goal Setting	Counseling	Creativity	Data analysis
Delegation	Detail-oriented	Direction	Editing
Empathy	Empowerment	Evaluation	Explanation
Finalization	Outline/Steps	Guidance	Hosting
Negotiation	Imagination	Implementation	Influence
Initiation	Innovation	Finish Projects	Interviewing
Judgment	Leadership	Learning	Listening
Managing	Marketing	Motivation	Navigation
Negotiation	Observation	Organization	Oversight
Goal Achievement	Planning	Preparation	Presentation
Prioritization	Product development	Proofreading	Qualification
Questioning	Recording	Customer Service	Reporting
Research	Resolution	Reviewing	Sales
Scheduling	Simplification	Speech	Strategy
Communication	Supervision	Support	Teaching
Team building	Tracking	Training	Troubleshooting
Understanding	Uniting	Liaison	Upgrading
Verbalization	Verification	Volunteer	Writing
?	?	?	?

NEXT – Pick the top three from the list above that really resonate with you. Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

You can also print it and keep it close by to refer to.


NOW - PICK THE TOP THREE STRENGTHS THAT ARE IMPERATIVE FOR YOU TO WORK ON IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

What will you do to make your strengths become even stronger?

It is important to really focus on your strengths – what does that mean to you?

**Here are some ideas.**

Schedule time every day to let strengths shine.

When will you schedule? 

Time of day:

Circle what days of the week? M T W T F S S

Take strengths and begin to build additional opportunities around them. What would those opportunities be?

Think outside the box – be creative. Build your passion into every day and in every way – what are those ideas?

For example, your strengths might be that you are a visionary, and you love to start the process and lead others into fully developing the process. You really want to spend more time in this area.

You also realize that you have additional strengths of training and uniting teams while listening to their concerns. You know that you could really strengthen these skills while building new programs.

So, to think outside the box, you realize you could strengthen these additional skills by having your team work on building online training programs that allow you to get your message out to many more team members on a consistent basis.

Here you not only used your lighthouse abilities, but also used other team members to strengthen the skills that you already have. That’s called thinking outside the box!



## WEAKNESSES

Now it's time to consider your weaknesses. Be honest! A SWOT Analysis will only be valuable if you gather all the information you need. So, it's best to be realistic now, and face any unpleasant truths as soon as possible.

You will note in this quadrant that the weaknesses are in the opposite corner of the strengths – the reason for this is they are the opposite of you. Note I say the Opposite of YOU because it is.

Weaknesses are not what you are good at – even if you wanted to be good at doing them.

***“IN EVERY MOMENT OF LIFE, YOU SHOULD BE WHAT YOU OUGHT TO BE”.***

I cannot stress this point enough! So many times we focus on our weaknesses instead of pouring that energy into our passion. Trust me you will be ten times better at what you are doing if you do just this one thing “BE WHAT YOU OUGHT TO BE” – Live a life of passion!

Now is your time to really understand what you do not want to do and start thinking about who can excel in your areas of weakness to bridge this gap. With the help of others, or systems, or companies it will push you past the mundane and into a life of passion.

Let's use the same list and now circle or highlight those areas that you are weakest in. I'll repeat these instructions below.

What disempowers you and what do you want off your plate now. Now circle or highlight those areas. Start thinking about who or what can help you in these areas.

You do not want to spend your time on the weaknesses. Instead spend your time in those areas that you excel. This will lead YOU to...

#1 A much higher life satisfaction level

#2 Much more success for you, your company and your colleagues.

***Everyone has been put on this earth for a reason  
– why not let them do what they are good at!***



First circle or highlight all weaknesses that pertain to you – go through the list quickly – don't overthink – just react to what resonates with you.

Visionary	Administration	Advising	Accounting
Budgeting	Project Management	Communication	Compilation
Goal Setting	Counseling	Creativity	Data analysis
Delegation	Detail-oriented	Direction	Editing
Empathy	Empowerment	Evaluation	Explanation
Finalization	Outline/Steps	Guidance	Hosting
Negotiation	Imagination	Implementation	Influence
Initiation	Innovation	Finish Projects	Interviewing
Judgment	Leadership	Learning	Listening
Managing	Marketing	Motivation	Navigation
Negotiation	Observation	Organization	Oversight
Goal Achievement	Planning	Preparation	Presentation
Prioritization	Product development	Proofreading	Qualification
Questioning	Recording	Customer Service	Reporting
Research	Resolution	Reviewing	Sales
Scheduling	Simplification	Speech	Strategy
Communication	Supervision	Support	Teaching
Team building	Tracking	Training	Troubleshooting
Understanding	Uniting	Liaison	Upgrading
Verbalization	Verification	Volunteer	Writing
?	?	?	?

PICK THE TOP THREE WEAKNESSES THAT ARE IMPERATIVE TO DELEGATE IMMEDIATELY. CIRCLE OR HIGHLIGHT THEM NOW.

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day. You can also print it and keep it close by to refer to.

Again, start thinking about who or what can take over these areas of weakness for you so you can put all your power into your strengths.

**DELEGATION IS THE KEY TO SUCCESS.**

Whether that is delegation to a person, system, or outsourcing company. Think outside the box on how you can get those things that drag you down off of your list. Delegation empowers you and those that receive the skill that you delegated are now empowered!

Fill in the following:

**Weakness #1**

Who to Delegate to?

What system/function could be put into place to manage this area?

Is there an outsourcing firm that could help?

Other ideas for changing a weakness into a strength?

When will you implement this change?

**Weakness #2**

Who to Delegate to?

What system/function could be put into place to manage this area?

Is there an outsourcing firm that could help?

Other ideas for changing a weakness into a strength?

When will you implement this change?

**Weakness #3**

Who to Delegate to?

What system/function could be put into place to manage this area?

Is there an outsourcing firm that could help?

Other ideas for changing a weakness into a strength?

When will you implement this change?

***DELEGATION EMPOWERS YOU AND THOSE THAT RECEIVE THE SKILL THAT YOU DELEGATED***

## OPPORTUNITIES

Opportunities are openings for something positive to happen, but you'll need to take action to claim them for yourself!

You will note that opportunities are shown in the opposite quadrant of threats. The great thing about spotting opportunities is they can many times shore up issues that could be a potential threat.

Therefore, you always want to keep an open mind to opportunities that may actually exist within a threat. You never know when or where your next opportunity will come from!

Being able to spot and more importantly take action when you see an opportunity makes all the difference between you and the next person in line for the opportunity.

### ***ONLY 10% OR FEWER OF THE POPULATION ACTUALLY ACT UPON OPPORTUNITIES***

This leads you right from opportunity into Strengths. The more you act upon opportunities the stronger you will become and more confident. Many people are afraid of the unknown. It's your job to see it and do it.

Look for opportunities every day. Soon they will become apparent much more often, don't ignore them! Venture into these areas and grow.

Think about great opportunities you can spot immediately. These don't need to be game changers: even small advantages can increase your strengths. Include words such as the following to describe your opportunities. This will strengthen your vision for success!

For example, I have an unexpected and fantastic opportunity to utilize my Leadership program to help a company get to the next level!

Unexpected and Fantastic	Unbelievably	Appropriate	Consequently
Inexhaustible	Unique	Agreeable	Continuously
Favorable	Extremely	Suitable	Ready-made
Natural	Perfect	Risk-Free	Exhilarating
Incomparably	Absolute	Unbelievable	Unusual
Safe	Early	Easy	Timely
Precious	Recent	Obvious	Formative
Inspiring	Positive	Direct	Lucrative

Do it Now!



TOP 10 OPPORTUNITIES-use the above descriptive words to bring your Opportunities ALIVE!

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Circle or highlight the Top Three Opportunities and attach one of the above words to it as mentioned above - Make it come alive!

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

You can also print it and keep it close by to refer to.

Explain why each one is an opportunity?

What will you do with this opportunity?

When will you act upon it?

When will you make it a SMART GOAL?

## THREATS

Threats include anything that can negatively affect you. Identify any threats. These are external things and events that are worrying you, or that might happen and prevent you from either achieving your goals or taking advantage of the benefits.

The best way to overcome any threat is to develop a plan to overcome these threats. We recommend a great way to do this is to look at each threat realistically and come up with three plans to overcome the threat. Choose the one that you feel will be the best solution. If that one doesn't work, then you will have Plan B & C to fall back on.

Do it Now!



Threat	Fill in 3 Solutions	Final Solution	When to Complete
#1	Plan #1.	Choose One:	Date Time
	Plan #2.		
	Plan #3.		
#2	Plan #1.	Choose One:	Date Time
	Plan #2.		
	Plan #3.		
#3	Plan #1.	Choose One:	Date Time
	Plan #2.		
	Plan #3.		

Always remember – never make a threat bigger than it is. Write down what is the worst thing that could happen if the threat occurred. \_\_\_\_\_ Then go from there.

Eliminate this wasteful worry time by developing a plan now. Make sure it is time bound and stick to the plan!

Make sure to go to the SWOT Matrix and write down the one area you would like to focus on every day.

You can also print it and keep it close by to refer to.

Extra Notes Section – Brainstorming here!!!