

DETAILED SWOT ANALYSIS

S.W.O.T.	
STRENGTHS	WEAKNESSES OPPORTUNITIES THREATS
<p>Strengths</p> <ul style="list-style-type: none"> What skills drive your passion? What makes you unique? If you could choose one strength to do every day, what would it be? 	<p>Opportunities</p> <ul style="list-style-type: none"> What Opportunities would expand your growth? What trends are you seeing? What strengths can you use to turn these opportunities into reality?
<p>Threats</p> <ul style="list-style-type: none"> What threats do you feel or envision? What threats do your weaknesses expose you to? What conditions cause a threat? 	<p>Weaknesses</p> <ul style="list-style-type: none"> What do you not like to do? What disempowers you? What do you want off your plate now?

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?  (Do It Now!)

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
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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.

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 THAT THEY SEE

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.

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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.

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