

# FUTURE TALENT\* LEARNING

## Personal SWOT analysis



Personal SWOT analysis is the perfect way to bring together everything that you've learnt about yourself in the Self-Awareness module.

For more details about how to use it, and some sample prompt questions for each SWOT factor, see: **Nutshell: A matrix for all seasons: charting personal development with SWOT analysis**

We have also included a sample completed personal SWOT analysis as a reference – although yours must, of course, reflect your own situation and potential.

**Personal SWOT analysis**

**Date:**

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

And here's the sample completed SWOT analysis:

**Sample completed personal SWOT example**

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• 10+ years' experience of direct marketing</li><li>• Known for my attention to detail and reliability</li><li>• Good at organising myself and others</li><li>• Able to prioritise multiple responsibilities</li><li>• Have received feedback that my team appreciates my caring approach</li><li>• An active and respected member of my industry body's board of trustees</li></ul>	<ul style="list-style-type: none"><li>• Could be more creative and adaptable at times</li><li>• Have had feedback that I'm not always open to others' suggestions and ideas</li><li>• I sometimes suffer from imposter syndrome</li><li>• Not great at coping with uncertainty</li><li>• Sometimes feel unsure about tackling underperformance in my team</li><li>• Could be more strategic about networking</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• My company has just announced a major new acquisition</li><li>• Someone one step more senior than me is taking a sabbatical next year</li><li>• Increasing focus on content marketing in my sector plays to my strengths</li><li>• The FT Learning Programme is building my self-awareness and leadership skills</li></ul>	<ul style="list-style-type: none"><li>• Implications of the acquisition not clear yet</li><li>• Capable – and vocal – peers who tend to get the attention and development budget</li><li>• Weak network could be a limiter in face of changing market dynamics</li><li>• Need to keep on top of tech innovation that is changing how my sector does business</li></ul>

