

## Tool of the Moment 5: SWOT Analysis

Understanding our strengths and weaknesses, and thinking about the opportunities and threats we face in times of change, are really helpful in consolidating our thoughts in relation to the change. Complete the table below thinking about the change, and record the strengths, weaknesses, opportunities and threats. The questions provided in each element are there to support your thinking and are not an exhaustive list.

<p><b><i>My/our strengths:</i></b> What advantages do I/we have? What do I/we do better than others? What do people see as my/our strengths?</p>	<p><b><i>My/our weaknesses:</i></b> What could I/we improve? What should I/we avoid? What are people likely to see as my/our weaknesses?</p>
<p><b><i>My/our opportunities:</i></b> Where are the good opportunities facing me/us? What are the interesting trends I/we are aware of? What are the skills I/we have to use (work or non-work related)?</p>	<p><b><i>My/our threats:</i></b> What obstacles do I/we face? What limitations do I/we have? What am I/we worried about?</p>