

Personal SWOT Analysis

Appendix 1

Strengths

What are the positive aspects of myself and my present position?

- What qualifications have I got?
- What kind of work have I done, and for how long?
- What specialist knowledge have I got?
- What skills do I possess?
- What resources do I have?
- What are the strong points of my character and personality?
- Who are my influential contacts?
- Have I any strong, specific interests or beliefs, at work or outside?
- Do I possess patents, copyrights or other intellectual property?
- What are the sources of my motivation and drive?
- Under what circumstances have I felt happiest and most fulfilled?
- Under what circumstances have I made the most valuable contribution?
- Have I any other strengths that I have not listed?

Weaknesses

What are the negative aspects of myself and my present position?

- What limits me?
- Are there important gaps in my qualification, experience or knowledge?
- Have I financial difficulties or pressures?
- What are the weak points of my character and personality?
- In so far as I have done less well than I would have liked, what has held me back?
- Under what circumstances have I felt most frustrated and unhappy?
- Am I vulnerable in any way; financially, legally, physically etc?
- Have I any other limitations that I have not listed?

Opportunities

What aspects of the present or foreseeable future situation could I use to my advantage?

- Are there any suitable job vacancies available or coming up?
- Are reorganisations being planned that might offer openings?
- What are the strengths and weaknesses of my rivals?
- Are there any gaps or niches in the marketplace I could exploit?
- Are there any opportunities for consultancy?
- What writing, speaking or media opportunities are open?
- Are any prizes, scholarships or bursaries available?
- Are there sponsorship opportunities?
- Do changes in local conditions or gaps in service exist?
- Are there inventions or ideas or new ways of working I could put to use?

Threats

What aspects of the present or foreseeable future may operate to my disadvantage?

- Potential financial problems.
- Rivalry or opposition from others.
- Changes in the marketplace for what I or my organisation offer.
- Legal proceedings.
- Physical deterioration of property or assets.
- Taxation or benefit changes.
- Forthcoming legislation or regulations.
- Unfavourable changes in national or local economic conditions.
- Inflation.
- Loss of image or reputation.
- Obsolescence of my skills, knowledge or products.

Strengths

What are the positive aspects of myself and my present position?

Weaknesses

What are the negative aspects of myself and my present position?

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Appendix 1

Opportunities

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Threats

What aspects of the present or foreseeable future may operate to my disadvantage?

Personal Development Plan

Appendix 2

A personal development plan (PDP) can be useful in helping you realise career aspirations. The PDP can also help you to identify learning needs and goals for the:

Short term

to meet the immediate needs of your role

Medium term

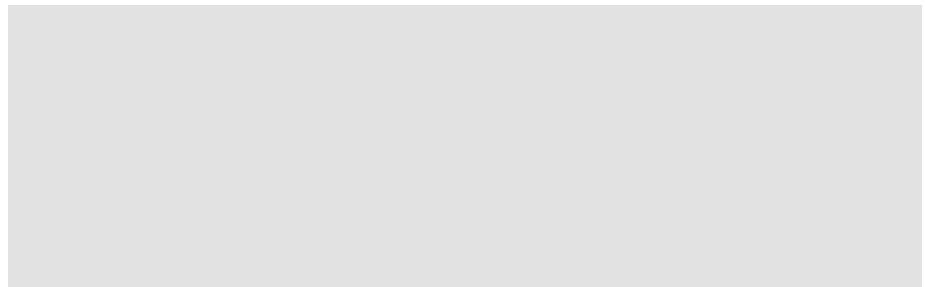
to meet the changing needs of your role and to equip you for the future

Long term

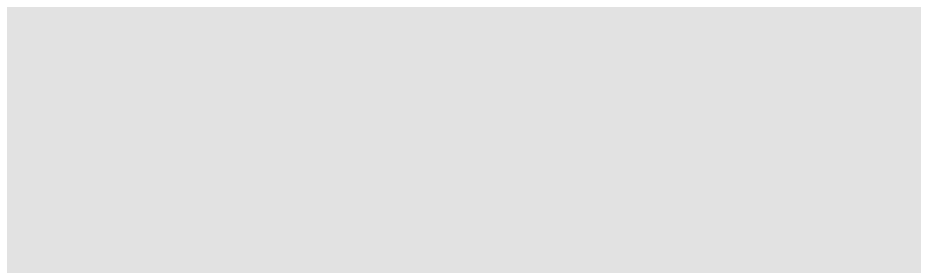
to meet your career objectives

This checklist is a good starting point for identifying your learning needs.

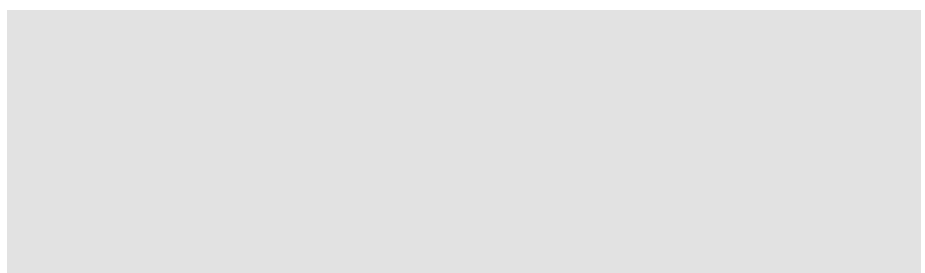
1. What are my work objectives for myself and my team for the short and medium term?



2. How might my work change in the next few years?



3. What are my long term career goals?



In answering these questions you can start to focus on where you want to go in your job / role and what you need to do to get there. Ask yourself what knowledge/skills you will need to develop in order to meet these objectives and add them to the table below under the appropriate timescale.

Timescale	What knowledge or core skills do I need to develop?
Short term - to meet the immediate needs of your role	
Medium term – to meet the changing needs of your role and to equip you for the future	
Long term – to meet your career objectives	

You have identified your learning needs. You will now need to think about some of the ways you might meet the needs you have identified – see the section on planning (page 8).

Personal Development Plan

Appendix 2