**Use a personal SWOT analysis to discover your strengths and weaknesses (BetterUp.com) This information will help you lead from within.**

**Strengths**

Start your analysis by writing down all your personal strengths. This is an essential part of the assessment because writing down your strengths starts the whole process off positively, which might boost your self-image.

Ask yourself the following questions:

* What am I naturally good at?
* What advantages do I have that others don’t?
* What would my boss or coworkers say are my strengths?
* What achievements (education, skills, etc.) set me apart from my colleagues?
* What connections or resources do I have that can help me achieve my goals?
* Include strengths related to natural talent, work experience, and hard and soft skills. Take note of them all — you never know which proficiency will be the key to your success.

**Weaknesses**

Now, it’s time to examine your personal weaknesses. Write down the places where you have room to improve, the bad habits you need to ditch, and anything else that might prevent you from being your best self at work.

Ask yourself the following questions:

* What are my negative habits or personality traits?
* Are there areas where my education, training, or skills are lacking compared to my peers?
* Which skills do I want to improve?
* What do I avoid because I lack confidence?
* If I think about a time when I “messed up” at work, what did I do?
* This part of your SWOT analysis encourages you to look honestly at yourself to make the changes and build the habits that will lead to your success.

**Opportunities**

So far, you’ve focused on your work performance. It’s time to broaden your scope and look at career opportunities. Consider potential growth within your industry, company, and current position. Are you currently poised for the career growth you want?

To find out, ask yourself questions like:

* What’s the current state of my industry? Is it growing?
* What new technology could help me achieve my goals?
* How could my network help me take the next step?
* What new skills can I acquire to increase my value as an employee?

**Threats**

Finally, address the potential threats that could get in the way of meeting your goals. These include external factors, like [an unstable economy](https://www.betterup.com/blog/current-unemployment-rate) or board friction, and internal struggles, like bad habits or a lack of education/experience.

Ask yourself questions like:

* Is my industry changing direction?
* Do technological advancements threaten my progress?
* Do any of my weaknesses threaten my career success?
* What’s the current state of the Board?

Here are several examples to help you translate your SWOT analysis into statements.

**Strengths**

* I’m a creative thinker, which helps me solve problems for my team in original and effective ways.
* I work well under pressure and in a fast-paced environment.
* I’ve earned an advanced degree, demonstrating my willingness to work hard and my expertise in my field.
* I’m organized and detail-oriented.
* I’m personable and friendly, and I’ve built an extensive network of friends throughout my industry.
* I’m resourceful and always try to solve issues myself before bothering coworkers or managers.
* I ask good questions, which means I gain valuable and informative responses back and the listener feels I care about what they have to say.

**Weaknesses**

* I sometimes get confused about the priorities, leading to procrastination and rushed work.
* I’m often late to work because I lose track of time and it has started to impact my relationship with staff.
* I previously had issues with a difficult Board Member/employee, and the disagreement made other Board Members view me negatively.
* I’m often too shy to speak up during meetings.
* I have presentation anxiety, and this causes me to turn down valuable opportunities to promote the agency and the great work we do.

**Opportunities**

* My nonprofit isn’t reaching a critical audience. I could draft a proposal for reaching that market.
* Technology advances like ChatGPT and other AI tools could help me become more productive at work.
* I could contact one of my mentors for advice.
* I could take an online course to build my skill set during my off hours.

**Threats**

* As the demographic changes, my position may require more education or specialization.
* Younger donors don’t have the same connection to my cause which threatens future fundraising efforts.
* With everything going on, I don’t get out to network and promote the agency like I should.
* My bad habits (procrastination, tardiness, etc.) could make the Board view me as unreliable.