

## The Personal SWOT Analysis

Personal development is an essential step for making yourself more appealing to employers and customers. It also helps boost your self-image. People apply many different tactics to stand apart in this sea of candidates. They want to secure the top position, but it not as easy as it sounds. Individuals often conduct the SWOT analysis.

SWOT is seen as an analytical framework which can help companies facing great challenges. It helps to find the most promising new markets. The analysis was created by business gurus Edmund P. Learned, Kenneth Andrews, C. Roland Christensen and William D. in the 1960s. They wrote about it in their book

Even though SWOT was originally used for business Strengths, Weaknesses, Opportunities, and Threats too. This kind of simple analysis structure will provide guidance. It looks at internal and external factors. Do not take the SWOT analysis light.

Self-analysis is perhaps one of the most complicated things. But, it plays a very significant role in personal progress. The personal skills SWOT analysis will help you to learn more about you. Carrying out a personal SWOT analysis is an important step towards finding life and career direction.

Follow all steps seriously and create your *Personal SWOT analysis*.

Before you allot precious time in the process, make sure that you are ready to provide honest answers to yourself. While we easily scrutinize companies, jobs, employers and colleagues, criticizing ourselves is the first step here.

Dig deep and identify what your own contributions really aeate your

## THE ELEMENTS OF A PERSONAL SWOT ANALYSIS

## THREATS

- What hindrances do you currently face at work?
- Is any of your co-workers competing with you for projects or roles?

- Can technological changes threaten your position?

## THE ADVANTAGES OF CONDUCTING A PERSONAL SWOT

The main purpose of a SWOT is to promote the identified strengths, reduce weaknesses, exploiting the opportunities and having contingency plans to minimize threats.

There are many benefits and advantages of using SWOT Analysis for personal development. It is good for your success and betterment. Some of the most common benefits of conducting a personal SWOT analysis have been mentioned below.

- Helps to develop strategies to attain your goals

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