

Personal SWOT Analysis Worksheet

A self-awareness tool from PersonaGuru.in

Step 1 — Set a Clear Goal

Do not write this in general. Tie it to one specific decision (e.g. "Should I ask for a promotion?" or "Am I ready to switch careers?").

My goal for this analysis:

Step 2

STRENGTHS (internal, positive)

- What do people regularly compliment you on?
- Which tasks feel easy for you but hard for others?
- What skills, certifications, or experience give you an edge?

OPPORTUNITIES (external, positive)

- What is changing in your industry or field right now?
- Which courses, mentors, or communities could help you grow faster?
- Where is there less competition than you expected?

WEAKNESSES (internal, negative)

- What feedback do you hear more than once, from different people?
- Which tasks do you avoid or keep procrastinating on?
- What skill gaps show up again and again?

THREATS (external, negative)

- Who is your biggest competition for this goal?
- What market or economic shifts could affect your plan?
- What personal circumstances could slow you down?

Step 3 — Cross-Reference Your Quadrants

Ask how one specific strength could help you grab a specific opportunity, or defend against a specific threat.

A strength I can use to seize an opportunity:

A weakness I need to fix before a threat becomes a problem:

Step 4 — Turn It Into an Action Plan

A SWOT analysis without next steps is just a list. Pick one strength to use this month, and one weakness to start working on.

One strength I will use		
One weakness I will address		

Revisit this worksheet every six months — your strengths and circumstances change, and so should your SWOT analysis.