

List your professional and personal goals in order of priority.

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<b>STRENGTHS</b> Helpful in achieving your goals. Can include your natural gifts, experience and unique character, skills and abilities.	<b>WEAKNESSES</b> Detrimental to your goals. Can include lack of knowledge of right resources or latest technology, or just not knowing where to begin.
<b>OPPORTUNITIES</b> Events, people, resources or/and any external conditions and circumstances that can positively influence to achieve your goal.	<b>THREATS</b> Fear, doubt, competition or/and any external conditions and circumstances that may hinder your performance or future growth.

You can ask yourself the following questions to help identify your specific strengths, weaknesses, opportunities and threats.

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<ul style="list-style-type: none"> <li>▪ What are you good at?</li> <li>▪ What skills, certifications, education, and/or connections do you have that make you valuable to an employer?</li> <li>▪ What do you do better than anyone else?</li> <li>▪ What have others told you about your strengths?</li> <li>▪ What are your proudest achievements?</li> <li>▪ Which of your qualities, characteristics and/or values set you apart from your colleagues?</li> <li>▪ How do you use your personal network to strengthen your influence?</li> </ul>	<ul style="list-style-type: none"> <li>▪ What things do you not like to do?</li> <li>▪ What work tasks or projects do you hate getting stuck with?</li> <li>▪ What do your boss and colleagues think you could do better?</li> <li>▪ Is there any training or education you need in order to advance further in your career?</li> <li>▪ Do you have any undesirable work habits (such as tardiness, disorganized, impatience, difficulty working with others, etc...)?</li> <li>▪ What personality traits do you have that are preventing you from advancing the way you would like?</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <p style="text-align: center;">Events, people, resources or/and any external conditions and circumstances that can positively influence to achieve your goal.</p>	<p style="text-align: center;"><b>THREATS</b></p> <p style="text-align: center;">Fear, doubt, competition or/and any external conditions and circumstances that may hinder your performance or future growth.</p>
<ul style="list-style-type: none"> <li>▪ How can advancements in technology help you in your career?</li> <li>▪ How can you maximize social media and your network to advance your career?</li> <li>▪ Are there ways you can take advantage of growth in your industry or current market?</li> <li>▪ What current trends foretell possible future opportunities and how can you take advantage of them?</li> <li>▪ Is anyone you work with currently making mistakes that could be potential openings for you to shine?</li> <li>▪ Is there a need that you have identified within the company that no one is filling?</li> <li>▪ Do your external/internal clients complain about something that you feel you have the perfect solution for?</li> </ul>	<ul style="list-style-type: none"> <li>▪ What are some obstacles you have to overcome that could impact your ability to be successful?</li> <li>▪ What does the internal competition look like? How do you stack up against your competition?</li> <li>▪ What economic factors could affect your job or the demand for the job you currently do or your overall employability?</li> <li>▪ What changes are on the horizon, and how will those changes affect you?</li> <li>▪ How do you deal with technology advancements and how relevant is developing technology to your career?</li> <li>▪ Which of your weaknesses could present a threat to your short-term and long-term career, if not properly managed?</li> </ul>