



Complete SWOT ANALYSIS – DISCOVERY

To carry out a **SWOT Analysis** (Strengths, Weaknesses, Threats and Opportunities) on yourself, answer at least two questions from each category. If you are a coach or manager, use the coaching techniques to further the discovery process with your client/employee.

Strengths

What are your advantages? What is your expertise? Personal Brand? What do you do well? What kind of projects do you get excited about? What do you volunteer to work on or spend extra hours to complete, just because? What percent of your time is spent on stuff you love to do? What are you doing? What opportunity would your colleagues say has your name written all over it?

Coaching Technique: Help the client assess from his/her own and others perspective. Consider assignments to list accomplishments, take assessments and review personal best experiences.

Weaknesses

What percent of your time is spent on things that have to get done, but drag you down? What are these tasks? What do you/others perceive as weaknesses? What, or who, are you avoiding?

Coaching Technique: What patterns or themes are recurring? What stories need to be given up? What is your Gremlin saying? What is the ripple effect of continuing without change?

Opportunities

Where are the opportunities that will align with your talents? What aspects of your job take you away from doing what you are really good at? What aspects do you wish someone else would do? What are the interesting trends in your profession and within your organization that you want to impact?

Coaching Technique: Ask your client to conduct research on changes in technology, social and business trends, leadership changes, project assignments, and population and lifestyle changes. Where is the white space (hand-off points between departments/business units)? Where are the growth or problem areas in your business/profession? How can you fill the gap between the current and desired states?

Threats

What obstacles do you face? What is your competition doing? How are the required specifications for your job, products or services changing? Is changing technology threatening your employability?

Coaching Technique: Explore changes in their work environment along with development assignments. Explore how emotions can derail or optimize perceived or real threats. How does work that zaps your energy impact you at work and at home? How does this zapping work impact your team?