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Promoting Management and Leadership

The essential Guide for Doing a Personal SWOT Analysis



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Improve Yourself and Your Healthcare Organisation

One of the most basic lessons you learn in first year business school is the SWOT analysis - strengths, weaknesses, opportunities, and threats. It's a great framework to apply to your business to understand what you do well, what you can improve on, and where the greatest threats to your organisation lie.

But how about a SWOT analysis on ourselves? Where are your blind spots? What do you struggle with?

Here's a simple framework to give it a go:

Strengths: What are your strengths as an entrepreneur? What do you do particularly well? Or what, in the words of Chris Sacca, what's your "unfair advantage?"

Perhaps you're great with product design. Or perhaps your distinguishing characteristic is your ability to sell. Or maybe you can work a room like nobody's business. Knowing your strengths tells you what added value you can uniquely bring to your business.

Weaknesses: You might be a terrible planner. Or you might procrastinate like nobody's business. Or you might dread making sales. But you might also feel uncomfortable admitting it or talking about your weaknesses. However, unacknowledged weaknesses are business killers. They slowly eat away at the core of your business, with little hope of ever changing the situation. So pay particular

attention to weaknesses as you do your personal SWOT - and be as honest as possible with yourself as you do.

Opportunities: Opportunities can be chances to build on your strengths and rectify your weaknesses either through self-improvement or by adding additional members to the team with complimentary skills. But of course, opportunities can only be leveraged if weaknesses are recognised and acknowledged - yet another reason that honesty is so essential in the process of conducting your personal SWOT.

Threats: Finally, threats can come from multiple places. Your skills may no longer fit the needs of the business you're in. You might face competition from others who do have these skills and if you're unable to acknowledge and work on your weaknesses while at the same time, leveraging and accentuating your strengths, you could find yourself in a precarious professional position. Along these lines is the threat that you as the leader might lack the self-awareness or courage to look yourself in the mirror and conduct a honest, self-reflective SWOT analysis in the first place.

Doing an honest, self-reflective personal SWOT analysis is useful for anyone at any stage of their career. But it's especially useful for executives, who need such a wide-ranging set of skills to achieve their goals and find success in their healthcare organisations. Have you conducted a personal SWOT analysis? If not, what's holding you back?

Visit [here](#) to receive my free guide to 10 cultural codes from around the world and [here](#) for my very best tips on stepping outside your comfort zone at work.

A version of [this article](#) was previously [published](#) at [Inc.com](#).

Zoom On

What is your top management tip?

Myth: With enough inspiration, anyone can stretch outside their comfort zone

Reality: Anyone can do it, but it takes more than inspiration: it takes effort, persistence, strategy, and a keen understanding of the challenges. For more, have a look at www.andymolinsky.com.

What would you single out as a career highlight?

Publishing my two books - Global Dexterity and Reach

If you had not chosen this career path you would have become a...?

Writer

What are your personal interests outside of work?

Sports, my children, cooking, watching reality TV.

Your favourite quote?

You can fool the whole world down the pathway of years and get pats on the back as you pass.

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