

Your Personal Audit

The SWOT analysis companies run on themselves, turned on you. Twenty minutes, one page, and a clearer picture of where you actually stand.

BE HONEST

Only you see this. A flattering answer is a wasted line.

ASK AROUND

Two or three people who know your work will see things you can't.

THEN CONNECT

The value is in the pairs, not the lists. Bottom of the page.

Strengths INTERNAL

Natural and learned skills. Experience and education. Skills you haven't used lately. Talents and interests outside work. What makes you unlike other candidates. Your best achievements.

Weaknesses INTERNAL

What doesn't come easily. What you avoid. Habits that get in your way. Experience, skills, or credentials you feel are missing. Work you genuinely don't enjoy.

Opportunities EXTERNAL

The size and reach of your network. Demand in your field. Changes in your industry that favor you. Time you can commit. Training or credentials within reach.

Threats EXTERNAL

A slow market or shrinking field. Competition for the roles you want. Family or caregiving demands on your time. Changes making your experience harder to translate.

TURN IT INTO ACTION

Draw lines between quadrants. A strength plus an opportunity is where to spend your time. A weakness plus a threat is what to plan around.

Strength + Opportunity

Weakness + Threat

One thing I'll do first

You are not starting from scratch.
You are starting from experience.