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## SWOT – strengths, weaknesses, opportunities, threats

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### Stage 1 – 360 degree feedback

Start by asking people around you for their input. Think of;

- ✱ 3 people at work
- ✱ 3 people from your personal life
- ✱ (If you're feeling brave!) 3 people who you are 'afraid of', might not like you, or whom you don't like!

And ask them to write/email (can be just a quick bulleted list) how they see

- 1) Your Strengths and
- 2) Your Weaknesses/How you Sabotage yourself.

Once the feedback is back in, compare and contrast the responses - look for similarities and differences. And perhaps also think about how the feedback aligns with how you see yourself...

**Weaknesses:** If there is something in the responses that you think is inaccurate – you're probably right. However, if you're getting the same feedback from many people, there may be something to consider. ONLY include weaknesses that you have CONCRETE evidence for.

**Strengths:** Often we have strengths and talents that we're so good at we take them for granted. Have you noticed any hidden strengths that you were taking for granted in your 360 feedback? Usually when we enjoy something or find it easy, it's a strength!

What I've noticed from my 360 Feedback is . . .

### BACKGROUND TO NEXT EXERCISE

SWOT is a commonly used tool for Business Strategy to identify Strengths, Weaknesses and drive out the Opportunities and Threats an organization has on the horizon.

Why not do your own personal SWOT and distinguish yourself by recognizing your unique skills, strengths and talents?

And while you're at it, you can plan strategies to manage your weaknesses and threats while taking advantage of any opportunities!

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**Stage 2 – My Personal SWOT.**

So, using the feedback you have received and what you already know about yourself, complete the Personal SWOT below. This is not about being modest or overly self-critical - just answer the questions honestly – and remember to think about it from both your perspective *and* those around you!

<b>STRENGTHS</b> What do you do well? What do you better than others? What unique skills and talents do you have? What do others see as your strengths? What are you proud of, like about yourself, enjoy doing?	<b>WEAKNESSES</b> What could you do better? What do you avoid? Where do you have less skill or talent than others? What are others likely to see as weaknesses? What do you need to face up to?
<b>OPPORTUNITIES</b> What opportunities are out there for you? What trends <sup>1</sup> could you take advantage of? Which strengths could you turn into opportunities? What is going on locally that you could capitalize on?	<b>THREATS</b> What trends and threats <sup>1</sup> could harm you? What is your competition doing? What threats do your weaknesses expose you to? What obstacles do you have coming up?

<sup>1</sup> E.g. changing technology, government, professional or organizational policy or environmental, market, social, lifestyle or demographic trends.

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### Stage 3 - Strength Boosting!

Our area for greatest improvement and growth is not our weaknesses – but our strengths!  
 So, consider now your favourite 3 strengths and ask yourself:

- \* What opportunities are out there for me?
- \* How could I use this strength more in life and/or work?
- \* How could I turn this strength into an opportunity?
- \* What ideas have I had that I've been putting off?
- \* Where could I use this strength to make a difference in my life?
- \* Where could I really SHINE if I just let myself?

<b>My 3 FAVOURITE Strengths are:</b> What do you most like about yourself?	<b>I could Boost this Strength by:</b> Look at the Strength Boosting questions above and write a quick 3-5 bullet point action plan for what you'll do to boost your strengths!
1. ....	1.  2.  3.  4.  5.
2. ....	1.  2.  3.  4.  5.
3. ....	1.  2.  3.  4.  5.

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**Stage 4 - Let's LOVE those Weaknesses!**

- Weaknesses are subjective – they're only really weaknesses when they get in the way of what we want to do.
- However, we live in a world that tends to focus on what could be improved rather than what's already great about us! So this exercise helps you to reframe how you see your weaknesses.

Simply complete the exercise below and see how your weaknesses can also be strengths!

<b>The 3 Weaknesses</b> (or things about myself that) <b>I MOST DISLIKE are:</b>	<b>List TWO situations where this weakness could be USEFUL or where the weakness serves a purpose:</b>	
1. ....	Situation/Purpose 1	Situation/Purpose 1
2. ....	Situation/Purpose 1	Situation/Purpose 1
3. ....	Situation/Purpose 1	Situation/Purpose 1

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## **Stage 5 – wrap up**

What have you learned about yourself from doing this exercise?

What will you do differently as a result?

Who will you be accountable to? (friend, coach, mentor, family member)