



Alicia D. Reece
CAREER - LIFE - LEADERSHIP

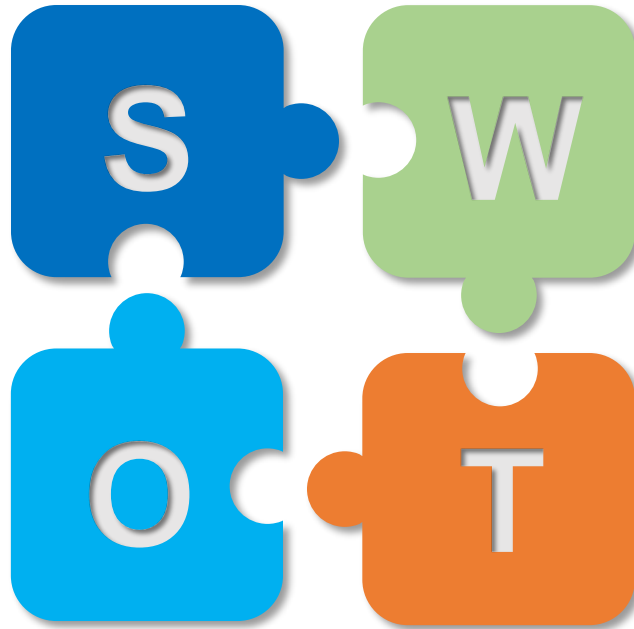
Developing Your Self-Awareness: Creating A Personal SWOT Analysis

Self-Awareness is the foundation to developing your **emotional intelligence** and the key to unlocking the door to creating the success you want. One great method of developing a deeper level of self-awareness is by launching a personal **SWOT** Analysis. **SWOT** stands for **Strengths, Weaknesses, Opportunities, and Threats**.

STRENGTHS



Strengths are the things that truly light you up and energize you.



WEAKNESSES



Weaknesses are the things that zap your energy, even if you are good at doing them.

OPPORTUNITIES



Opportunities are the things that will drive your personal and professional impact and growth.

THREATS



Threats are conditions within yourself that put your own success at risk such as limiting beliefs and negative self-talk.

Create your personal SWOT analysis by answering the questions below:

1. What are your top strengths? How can you utilize your strengths more?
2. What are your top weaknesses? How will you remove your weaknesses?
3. What are your key opportunities that will accelerate your impact and growth? What resources and support do you need to create your opportunities?
4. What are your limiting beliefs and negative self-talk? How do you transition to empowering beliefs and positive self-talk?



The Reece Group
CAREER - LIFE - LEADERSHIP