



WEEK 1 - ACTIVITY 3

SWOT Analysis

Audio Transcript

What are your strengths? Have you ever identified key opportunities for growth? If not, now is the time to complete a SWOT Analysis. It's a tool that can help you identify areas in your skill base that might need some tweaking! Please consider printing off the SWOT PDF and filling in the four areas.

The first area is STRENGTHS: What are you good at? What are your capabilities? How can you make the most of your strengths in this area? Make a list of them on the SWOT analysis sheet.

The next area is WEAKNESSES: What are your weaknesses? Do you lack certain skills in this area? Listing your weaknesses gives you the opportunities to make adjustments.

The next area to discuss is OPPORTUNITIES: How can you use your strengths to cover some of your weaknesses? What strategies could you devise or use to adjust your strengths to compensate for your weaknesses. What's going on that you can turn into an opportunity?

Lastly, let's discuss THREATS: Let' face it. We don't like change! How will making a change in this area affect your family, your schedule, the way you work your business? What hinders you or stops you from managing your time wisely?

Once you've worked out your strengths, weaknesses, opportunities, and threats, then you can make some decisions about changes or adjustments you need to make.

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