

# CAREER AND LIFE PLANNING EXERCISE



Evaluating Your Strengths,  
Weaknesses, Opportunities,  
and Threats (SWOT)

SWOT yourself to  
the right  
opportunities!

# Evaluating Your Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Take an inventory of what you do well — or identify way to mitigate your weakness — by performing a SWOT analysis of your strengths, weaknesses, opportunities, and threats.

## Objectives:

In this exercise the participant will:

- Complete a personal assessment of their strengths, weaknesses, opportunities, and threats and learn how to surround yourself with experts, advisers, and mentors who can help you pursue your goals and develop personally and professionally.



# Evaluating Your Strengths, Weaknesses, Opportunities, and Threats (SWOT)

## How to Use This Tool:

1. Fill in the blanks with the requested information in accordance with their definition.
2. Then identify persons and opportunities that can help you thrive by maximizing your strengths and help you acquire additional knowledge, skills and abilities in your weaknesses.
3. Remember to consider how you can leverage contacts in your Golden Rolodex.

## Related Resources

To view resource, click on the desired Title or go to [physiciancareerplanning.com](http://physiciancareerplanning.com) and type in the desired title or Resource No. into the "Enter Keyword" field and click search.

TITLE	RESOURCE NO.
<a href="#">Creating Your Personal Advisory Team</a>	E-30
<a href="#">Job Transition</a>	ST-10
<a href="#">Career and Life Planning Workbook for Medical Residents</a>	WB-01



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## Instructions:

Study the definitions below. On the next page, identify your Strengths, Weaknesses, Opportunities, and Threats. For each section, there are questions for you to analyze and evaluate yourself both personally and professionally.

### **Strengths:**

In the area of personal development, strengths are the positive aspects over which you have direct control because they are internal to you, i.e. skills, attributes, and qualifications.

### **Weaknesses:**

Weaknesses are the negative aspects over which you have control because they are internal to you, i.e. under development or lack of skills, attributes, and qualifications.

### **Opportunities**

These are positive external factors to you, i.e. under development or lack of skills, attributes, and qualifications.

### **Threats**

These are negative external factors or conditions that you do not have control over, but can minimize the effect of, i.e. healthcare reform, shortage of physicians, insurance reimbursement, new CEO.



# Evaluating Your Strengths, Weaknesses, Opportunities, and Threats (SWOT)

<p><b>Strengths</b> What do you do well? What unique resources can you draw on? What do others see as your strengths?</p>	<p><b>Weaknesses</b> What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<p><b>Opportunities</b> What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<p><b>Threats</b> What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>