



“Every man is actually weak, and apparently strong. To himself, he seems weak; to others, formidable.” –Ralph Waldo Emerson

Have you ever wished that you could tap into an underutilized segment of your particular market? Have you ever wondered what you could do to give yourself an edge over your competition? These questions and more can be answered for you by participating in an in-depth SWOT analysis. The **SWOT** analysis is a tool that you can use to understand your organization’s **STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS**. It is designed to help your organization to act on the key internal and external factors that affect your business.

It can also be used on an individual basis. In fact, I have found that the SWOT analysis works best when used to identify your own personal preferences first and then expanded to address your career or business goals and incorporate your unique abilities in the work field. The process itself is very enlightening and can help you to get the most joy and satisfaction out of your career path while pointing out some of the strengths and weaknesses that you bring to the table with you. When you expand the process out in such a manner, you have a dynamic tool that will help you map out the future of your career or business.

The process involves a series of questions that are designed to get you thinking about your strengths and weaknesses and focuses on your individual interests, the type of people that you get along with and the types of environments that you gravitate toward. The information is then used to discover what things you do exceptionally well and the areas that you are more vulnerable. It will also uncover potential opportunities for you to capitalize on as well as the outside roadblocks that impede your progress. Some of the questions that a SWOT analysis will answer include: What things do I do exceptionally well? What do clients view as my particular strengths? What opportunities do I know about, but haven’t been able to address? Are any of my weaknesses likely to make me critically vulnerable?

Many of my clients have found great success by using this one simple tool. In fact, a client in the hospitality industry was able to use the SWOT analysis to discover a segment of her market that is currently untapped. With the information the analysis gave us, we were able to develop a strategic plan with specific action steps. By working that plan, she is continuing to increase her business.

Can you see how the SWOT analysis can benefit you and your organization? I can help you to uncover the strengths, weaknesses, opportunities and threats that affect you and then help you to use them to create a business plan that will take you to wherever it is that you want to go and make it an enjoyable and rewarding journey. Call me to set up an individualized consultation and to get your plan in motion.

Sincerely,
Kathryn Wardle
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