

*Tulane University Maternal and Child Public Health Leadership Training Program*

## SWOT Analysis

Leadership vision is crucial, but leadership also requires the necessary skills to accomplish your vision. As you embark on your leadership development journey, it is important to critically analyze your current strengths and identify weaknesses. A SWOT analysis is a tool typically used by businesses or programs to assess the business environment. The concept and techniques can be adapted to be useful in career and personal development and a SWOT analysis is commonly used by MBA students in strategic career development. The SWOT analysis will help you to explore your personal skill development goals.

A SWOT analysis is broken down into four categories:

1. Internal strengths (strengths that you control)
2. Internal weaknesses (weaknesses that you control)
3. External strengths/opportunities (circumstances or opportunities beyond your control)
4. External Weaknesses/challenges (circumstances or opportunities beyond your control)

A typical SWOT analysis worksheet looks like this:

<b>Positive</b>		<b>Negative</b>	
Strengths	Weaknesses	<b>Internal</b>	
Opportunities	Threats		
		<b>External</b>	

This tool is important for two reasons:

1. It provides a snapshot of your understanding of your skills, weaknesses and opportunities as you understand them right now
2. It provides you with a tool to start developing your skill building plan based on your identified weaknesses

After you have completed your SWOT analysis, talk to a trusted friend or former co-worker and ask for input on strengths and weaknesses. Following are several questions to guide you through the process of a SWOT analysis and a blank worksheet. Please alter as you wish.

## SWOT Analysis Questions

### Strengths

*Common strengths are:*

- Positive personal traits.
- Relevant skills, competencies, knowledge and work experience.
- A solid education.
- A strong network.
- Commitment, enthusiasm and passion for your field.

*Questions to ask yourself:*

- What are my advantages?
- What do I do well?
- What work do I always enjoy?
- What are unique skills that I have?
- What are unique experiences that I have had?
- What have been your greatest achievements?
- In what areas are you fearless?
- What did you learn from your undergraduate degree?
- What have you learned from work and volunteer experiences?
- What knowledge or expertise do you have?
- What is your greatest asset?
- Where do you draw strength?

### Weaknesses

*Common weaknesses are:*

- Negative personal characteristics and poor work habits.
- A lack of work experience or relevant experience.
- A lack of education.
- No network or a small one.
- A lack of direction or focus.
- Weak professional or career-management skills.

*Questions to ask yourself:*

- What are skills that you know you will need, but lack?
- What are you frightened of?
- Think about your most unpleasant job or school experiences. What could you have done to prevent these?
- What are your biggest “time wasters”?
- What are you most challenged by?
- What has been your greatest failure professionally?
- What saps your energy?
- What makes you feel overwhelmed?
- What courses are you nervous about taking?

## Opportunities

*Common opportunities are:*

- Educational opportunities
- Volunteer opportunities
- Environmental support
- Strong network
- Need in your field

*Questions to ask yourself:*

- What are the promising opportunities in public health?
- What training programs are available to you?
- What organizations do you have the opportunity to get involved with?
- What are the leaders/networking opportunities that you have?
- What are the opportunities in this geographic region? Your home?
- What are the current trends in public health that are beneficial to you?

## Threats

*Common threats are:*

- Negative trends in the field that diminish your job choices
- Limited opportunities for advancement
- Narrow opportunities for learning
- Environmental barriers to your chosen career path

*Questions to ask yourself:*

- What obstacles do you face?
- Are the requirements for your desired job changing?
- Are there political/policy barriers to your chosen career?
- How might economic trends impact your career?
- What limitations does the Tulane program have for you?
- What limitations does New Orleans have?

Date Completed \_\_\_\_\_

Name \_\_\_\_\_

Strengths (positive and internal)	Weaknesses (negative and internal)
Opportunities (positive and external)	Threats (negative and internal)