**Using a SWOT analysis**

The knowledge and skills you possess will also help you to plan the work of your team members to meet the requirements of your organisation.

The success of your planning process, and the way you communicate your plans to your team, largely depends upon the development of your skills and attributes.

A useful tool to examine the skills and knowledge you possess, as well as areas for development, is a **SWOT** analysis. SWOT stands for:

S Strengths

W Weaknesses

O Opportunities

T Threats

In order to complete a SWOT analysis, consider what your strengths and weaknesses are, what opportunities are available to you and the threats you need to be aware of. Your strengths and weaknesses may be training you have or have not received, your confidence and your skills. Opportunities can be training that is available internally or externally and threats can also be internal or external.

Have a look at the table below for some examples:

**Strengths Weaknesses**

|  |  |
| --- | --- |
| Stengths | Weaknesses |
| Good communication skills  Knowledge of job role  Good team player  Confident when dealing with customers  Using SAGE accounts | Managing conflict  Meeting deadlines  Using databases |
| Opportunities | Threats |
| Conflict resolution training – external  Time management training – internal  Shadowing staff member to obtain  training on databases | Lack of time to complete training  No support from manager |

Please use the attached template to complete your individual SWOT analysis

Name: Date:

|  |  |
| --- | --- |
| Strengths | Weaknesses |
|  |  |
| Opportunities | Threats |
|  |  |