

S.W.O.T.

I have learned it is far more important to have good questions than good answers. In fact, many times the only way to good answers is through thoughtful, insightful and probing questions.

The series of questions below will help you identify strengths, weaknesses, threats and opportunities you may not have realized before.

You'll also realize, the insight was always inside you, but it takes the right questions to bring it to the forefront of your awareness.

STRENGTHS

If we lined up 20 candidates my job, what do I do better than anyone of them? Why am I the best at what I do?

Why would my boss/partner say I am the best? What qualities and skills would they point out?

Why would my best friend say I am the best? What qualities and skills would they point out?

Why would my mom and-or dad say I am the best? What qualities and skills would they point out?

In my or business, what makes me indispensable? What do I do, know or have no one else does?

What kinds of activities come very easily and naturally to me? (even if you don't think they are important or uniquely valuable, write them down)

What do I love to do? What part of my current role or roles in the past have I really enjoyed doing? (You usually enjoy what you are good at)

What holds my attention? What am I doing when I lose all track of time?

What do I love to learn about?

What talent, skill or knowledge has been responsible for most of my success and happiness up to now?

What advantages do I have that others don't? (ex. skills, certifications, education, connections, etc.)



What personal resources do I have access to?

Which of my achievements am I most proud of?

What values do I believe in that others fail to exhibit?

What advantages do I have in my network, what connections do I have with influential people?

WEAKNESSES

What tasks do I usually avoid because I don't feel confident doing them?

What would my boss/partner point out as one of my weaknesses?

What would my best friend point out as one of my weaknesses?



What would my mom and dad point out as one of my weaknesses or shortcomings?

Am I completely confident in my education and skills training? If not, where am I weakest?

What are my negative work habits (ex. Procrastinating, being late, disorganized, easily distracted, short tempered, poor at handling stress, etc.)

Do I have personality traits that hold me back in my field? (ex. fear of public speaking, procrastination, lack of persuasive communication, poor time management, etc.)

What is the main weakness I have in the area of my main goal in life that is unable to be avoided, delegated or covered up?

OPPORTUNITIES

Who is the very best in your field? Who do you know who has the attributes you strive to obtain? Who has the results in the areas of life you desire improvement?



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Write down the 'who' to each of these questions as well as 'what' they have that you want. Your task is to have them mentor you in that area, even if only over coffee or your treating them to dinner.

What is the main weakness I have in the area of my main goal in life that is unable to be avoided, delegated or covered up?

WHO

WHAT

What are the existing problems I, my family, my customers and/or my community faces? How can I help solve them?

PROBLEMS

POTENTIAL SOLUTIONS

What is the biggest complaint I hear about me, my behavior, my performance, etc.? What can I do to remedy this?

COMPLAINTS

POTENTIAL SOLUTIONS

What is the greatest and regular accolade I hear about me, my personality, my skill and/or my character? What can I do to accentuate this?



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ACCULADE

ACCENTUATE

THREATS

What errors did I observe about the relationship(s) my parents had? What am I doing to prevent this pattern in my relationship?

ERROR

PREVENTION

What errors in eating, exercise, stress management and overall well being did I observe in close family and friends growing up? What am I doing to prevent this pattern in my life?

ERROR

PREVENTION

What errors did I observe about money growing up—spending, budgeting, saving and attitudes? What am I doing to prevent this pattern in my life?

ERROR

PREVENTION



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If I didn't earn any money for the next six months would I still have enough reserves to cover all my expenses and maintain my existing lifestyle? What are my total monthly expenses? (Make a plan to save six times this amount in a separate reserve account.)

If demand for my business instantly grew three times over, what systems, management, staff, cash flow, operational processes or other capacity issues would be in most jeopardy?

If demand for my business instantly dropped to one third its existing rate, what systems, management, staff and operational process would have to be cut? (consider how to make these as lean as possible now)

What is my job role (if you are employed) or business' unique selling proposition (what do you do or does your business' product or service offer that no one else does? Who could duplicate this? If they did, why would I or we still remain relevant?

Who on my team is indispensable? What redundancies can I put in place that would protect me or the enterprise should something unexpected happen?

What changing technology could threaten your position in the marketplace? What technologies should you research, study or seek training on?

What is my greatest personal weakness and how could this impede me achieving my goals?

SUMMARY

My greatest STRENGTH: _____

My greatest WEAKNESS: _____

My greatest OPPORTUNITY: _____

My greatest THREAT: _____

“You are more powerful than you let yourself be. Just freaking own it!”
—Darren Hardy