

# CHANGE MANAGEMENT – PERSONAL SWOT ANALYSIS

## 1) NAME AND DESCRIPTION OF THE TOOL

Personal SWOT analysis

There are various proposals to solve most of the obstacles that an entrepreneur may encounter as they implement change management initiatives in their organizations, different models, strategies and processes for handling change and there are a lot of help on how to plan for change and how to make sure your company can prepare for change. This exercise will focus on you as an entrepreneur, your strengths and weak spots and the opportunities and threats you see.

How we react to change can differ, but we're usually not positive to change even though we might say we are, it is just how our brains are works, we are naturally wired to question change. As an entrepreneur you will face circumstances that you can't control, and you will have to realize that change is inevitable.

With this personal SWOT analysis, you will be able to get an overview of your strengths and opportunities as well as weaknesses and threats. You can use it as a way to prepare for change but also under circumstances when you feel you're in a middle of a transformation.

## 2) OBJECTIVES OF THE TOOL

1. It will help you evaluate your level of control, what you need to accept and what you can act on.
2. Clearly state what you perceive as threats and strengths.
3. The SWOT will help you break down weaknesses, threats, possibilities and strengths that will help you prioritize actions.

## 3) CONNECTION OF THE TOOL WITH THE ENEMY



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As we discussed in the theory part the best tool that entrepreneurs can learn to manage the changes in their business is the knowledge needed to evaluate complex situations, communicate the changes clearly to the parties involved, and get the stakeholders' approval to initiate change processes without negatively affecting the leadership in the business. The foundation of that is to know your own weaknesses and strengths, to see threats and opportunities so that when change occur you know how you most likely will react and that can help you create a distance to the emotional reaction. Having a framework and creating a repeatable and adaptable process can save resources and help you identify opportunities instead of getting stuck with the potential threats.

### 4) RESOURCES & MATERIALS

Paper, a pen and post it.

### 5) IMPLEMENTATION OF THE TOOL

**Step 1**, 2 minutes, draw a square with the four different headlines as the example below but bigger so that you have plenty of space.

**Step 2**, 30-60 minutes, you can do this exercise fast if you want, but the idea is for you to start reflecting so make sure you don't feel stressed while doing this. If you don't have 60 minutes to spare, you can start by answering and writing down your strengths. You can always come back to the exercise. Use post-its so that you easily can add, remove or change.



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## Personal SWOT analys

- S = Strengths**
- W= Weaknesses**
- O = Opportunities**
- T= Threats**

**Strengths**

**Weaknesses**


**Opportunities**

**Threats**

**Use the questions below as a guidance to help you fill in the four fields.**

**General questions to consider,**

How do you usually react to change? Positive/Negative? Behaviors?

How do you react when too much change occurs around you?

How does it feel?

**Strengths**

What unique skills do you have (for example, skills, certifications, education, or connections)? How do you think you have developed these skills?



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What do people who know you see as your strengths?

Of moments in your life, which ones had the most powerful impact? What changed?

Which of your achievements are you most proud of?

When was the last time you were worried about something changing in your life, and how did you handle it?

What was successful with that?

How did it make you feel the last time you felt you handled a situation that you couldn't control?

Consider this from a personal/internal perspective and an external perspective. Do other people see strengths that you don't?

### **Weaknesses**

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

What will the people around you see as your weaknesses?

What skills do you want to further develop?

What are your negative work habits?

Do you have personality traits that hold you back? For instance, fear of public speaking or need to control all the time.

Again, consider this from a personal/internal perspective and an external perspective. Do other people see weaknesses that you don't?

### **Opportunities**

Is your industry growing? If so, how can you take advantage of the current market?

Do you have a network of strategic contacts to help you, or offer good advice?

What trends do you see in your company, and how can you take advantage of them?

Are any of your competitors failing to do something important? If so, can you take advantage of that?

Is there a need in your company or industry that no one is filling?

Do your customers or vendors complain about something in your company? If so, could you create an opportunity by offering a solution?

Also, importantly, look at your strengths, and ask yourself whether these open up any opportunities – and look at your weaknesses, and ask yourself whether you could open up opportunities by eliminating those weaknesses.

### **Threats**

Define the threats you see the coming year.

What obstacles do you currently face?

Do you feel that something should change? What?

Is there anything that competitors are doing that you should? Why is that?

Could any of your weaknesses lead to threats?

Performing this analysis will often provide key information – it can point out what needs to be done and put problems into perspective.



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### 6) WHAT TO LEARN

Identify your own strengths, by doing that you'll be able to generate more positive thoughts and remind yourself about transitions and challenges you successfully navigated in the past.

Identify your weaknesses, knowing what you could develop or where your weak spot is will help you to accept where you need to ask for help or when you're growing as a team, what skills that you want to add in the team.

This exercise helps you acknowledge that things will always change, change is the only constant.

Getting an overview of opportunities and threats might help you prioritize actions and help you navigate what you can change and what you just need to accept.



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