

# **SWOT Worksheet - McDonald's Journey to Work**



# Personal SWOT analysis

SWOT stands for:

Skills  
Weaknesses  
Opportunities  
Threats

We all have personal strengths and areas to improve on. We all have opportunities to try and challenges to overcome.

Understanding your personal SWOT makes all the difference.



## On completing this booklet you should be able to...

- Understand what you do well
- Understand what resources and advantages you have
- Understand areas to improve on
- See which issues are holding you back
- Keep a note of things you have to deal with right now
- Note opportunities you can try



# SWOT analysis worksheet



## STRENGTHS

**What do you do well?**  
**How are you unique?**  
**What strengths do others see in you?**

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## WEAKNESSES

**What could you improve?**  
**What resources do you have?**  
**What weaknesses might others see in you?**

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# SWOT analysis worksheet



## OPPORTUNITIES

**What opportunities are open to you?**  
**What trends could you act on?**  
**How can you turn your strengths into action?**

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## THREATS

**What risks / challenges do you face?**  
**What competition do you face?**  
**How do your weaknesses leave you open to threat?**

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