

# SWOT Analysis

## S - Strength (internal)

- What are the strengths of the personal brand who you are reporting?
- What do they do better than others?
- What unique capabilities do they have?
- What resources do they have?
- What do others perceive as their strengths?

## O - Opportunity (external)

- What are the opportunities of the personal brand who you are reporting?
- What do their competitors do better than them?
- What can they do to improve?
- What do others perceive as their weaknesses?

## W - Weakness (internal)

- What are the opportunities of the personal brand who you are reporting?
- What do their competitors do better than them?
- What can they do to improve?
- What do others perceive as their weaknesses?

## T - Threat (external)

- What trends and/or conditions may negatively affect the personal brand who you are reporting on?
- Is there solid financial support?
- Any changes in technology that may threaten their business and/or personal brand?

## Considerations when conducting the SWOT Analysis

Consistent versus inconsistent and effectiveness versus ineffective ways that:

- 1) they do or don't demonstrate authenticity,
- 2) they do or don't demonstrate trustworthiness, and
- 3) they do or don't make them attractive to their target audience