

# S.W.O.T.- ing your USP !



This exercise can help you recognise the key ingredients of who you are and how you do things which you can then use to develop your personal statement – a key part of your marketing strategy within your CV.

**TASK :** Work through each of the quadrants in turn and then place the words which help you feel most positively about yourself in the centre. With these as your core you can then get creative about building them into phrases to use in your personal statement.

<h2>Strengths</h2> <ul style="list-style-type: none"> <li>•What do you enjoy doing ?</li> <li>•What do people seek you out for ?</li> <li>•What are you good at ?</li> </ul> <p style="text-align: center;"><b>THINK</b></p> <p>If you don't know then talk to people around you – both friends and colleagues - how would they describe your positive qualities?</p>	<h2>Weaknesses</h2> <ul style="list-style-type: none"> <li>•What do you avoid doing?</li> <li>•What do you seek help with ?</li> </ul> <p style="text-align: center;"><b>THINK</b></p> <p>What skills do you employ to manage these limitations ? Could you value these “coping skills” more? Eg</p> <ul style="list-style-type: none"> <li>Motivating others</li> <li>Clear communicator</li> <li>Drive to deliver</li> <li>Good self awareness</li> </ul>
<h2>Opportunities</h2> <ul style="list-style-type: none"> <li>•What could you be even better at “if only....” you had more :</li> </ul> <ul style="list-style-type: none"> <li>–Time</li> <li>–Confidence</li> <li>–Money</li> <li>–Support</li> </ul> <p style="text-align: center;"><b>THINK</b></p> <p>What latent strengths does this hint at ? Are they just waiting to be discovered ?</p>	<h2>Threats</h2> <ul style="list-style-type: none"> <li>•Where do you think others outperform you ?</li> </ul> <p style="text-align: center;"><b>THINK</b></p> <p>What personal characteristics do you draw upon to maintain your integrity or sense of self ?</p> <p>Do you appreciate the strengths you deploy in your defence mechanisms? Eg</p> <ul style="list-style-type: none"> <li>Tolerance</li> <li>Tenacity</li> <li>Adaptability</li> <li>Valuing Diversity</li> <li>Competitiveness</li> </ul>

**Unique Selling Points**