



McCARTHY MENTORING

Self-awareness and the role it plays in leadership

BEING AN AUTHENTIC AND SUCCESSFUL LEADER IS ABOUT KNOWING YOURSELF AND HAVING AN AWARENESS OF YOUR OWN GOALS, VALUES AND MOTIVATIONS.

After you've defined your goals, the next step is to understand more about yourself and your external environment. This is where the SWOT analysis is helpful.

This process captures information about your internal strengths and weaknesses as well as external opportunities and threats. The key to completing your SWOT analysis is to treat your career as a business and yourself as a competitive product.

Strengths - These are the traits or skills that set you apart from others.

Weaknesses - The areas in which you need to improve and the things that will set you back.

Opportunities - Look at the external factors you can take advantage of to pursue a promotion, find a new job or determine a career direction.

Threats - The external factors that could hurt your chances to attain your goals.

We encourage you to explore these aspects by using the personal inventory on the back of this page.



“YOU MUST BE THE CHANGE YOU WANT TO SEE IN THE WORLD.”

MAHATMA GANDHI

MY PERSONAL INVENTORY

Strengths

- When reflecting on the past 12 months, what are you most proud of?
- What do you do better than anyone else?
- What do other people see as your strengths?
- What skills do you possess?
- Who or what are your sources of influence?
- What have you succeeded at? How?

Weaknesses

- What feedback have you received on gaps or opportunities to address?
- What tasks do you usually avoid? Why?
- What do others see as your weaknesses?
- What skills do you need to develop?
- What are your negative work habits? Late, focus too much on the detail, don't delegate?
- Where have you failed? What has held you back?

Opportunities

- What are the gaps in the market, business, role, customer, team? How can you fill those gaps?
- What relationships do you have? What relationships can you build or leverage?
- Do you know of any complaints, feedback or suggestions? What solutions can you create?
- What are your career ambitions? What networks can you leverage?
- What career developments are open to you?

Threats

- What obstacles or challenges do you face? How can you overcome them?
- What can you put in place to address challenges and threats?
- Are you in competition with others? How can you turn competition into an opportunity?
- Could any of your strengths or weaknesses lead to threats?
- Are others more influential?