



Empowering the Iowa Girl

Leadership. Culture. Character. Performance.

SWOT ANALYSIS



EXCELLENCE
WITH INTEGRITY

TOOLS®

CHARACTER SWOT ANALYSIS

To be your best and do your best, continuously reflect on character strengths, weaknesses, opportunities, and threats:

S

TRENGTHS

Moral and Performance
Character Strengths and
Positive Habits

W

EAKNESSES

Moral and Performance
Character Weaknesses
or Limitations

Build On

Work On

O

PPORTUNITIES

Actions and Activities to
Build Our Strengths and
Reduce Our Limitations

T

HREATS

Situations or Influences that
Exploit Our Weaknesses or
Compromise Our Strengths

Adaptability Caring
Ambition Civility Citizenship
Craftsmanship Confidence Courage Compassion
Critical Thinking Collaboration Cooperation Courtesy
Dependability Creativity Emotional Intelligence
Diligence Curiosity Empathy Forgiveness
Drive Determination Friendliness Graciousness
Effort Entrepreneurship Generosity Gratitude
Enthusiasm Endurance Honesty Honor Hope
Grit Imagination Initiative Humility Integrity
Passion Justice Loyalty Kindness Love
Perseverance Organization Moderation Mercy
Positive Attitude Pride in Work Patience Peacefulness
Resilience Resourcefulness Responsibility Respect
Self-Awareness Thrift Self-Control Sensitivity
Service Truthfulness Trustworthiness
Work Ethic Wisdom





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CHARACTER SWOT SELF-STUDY

STRENGTHS List your moral & performance character strengths or positive habits:

WEAKNESSES List your moral & performance character weaknesses or limitations:

OPPORTUNITIES List specific actions and activities you can engage in to build your strengths or reduce your limitations:

THREATS List specific situations or influences that might compromise your strengths or exploit your weaknesses:

Identify someone who can Support & Challenge you to build on your strengths and opportunities, while working on your weaknesses and threats.