

**STRENGTHS – WEAKNESSES – OPPORTUNITIES – THREATS**

**SWOT ANALYSIS**

**Directions:** To help you develop and strengthen your CREDIBILITY, you will need to assess your strengths, weaknesses, opportunities, and threats in your life. Minimum of three (3) in each category.

STRENGTHS	WEAKNESSES
<p>1.</p> <p>2.</p> <p>3.</p> <p>I am currently happy and proud that people perceive me as credible based on these factors.</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>I am disappointed and worried that I am weak in certain aspects of being perceived as credible.</p>
OPPORTUNITIES	THREATS
<p>1.</p> <p>2.</p> <p>3.</p> <p>These are actions and activities I can do to build my credibility now and in the future.</p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>Here are some obstacles that can hinder my credibility based on how I am perceived by others.</p>