THE MODERN POLICE LEADERSHIP ACADEMY

PERSONAL SWOT ANALYSIS

A practical leadership self-awareness exercise for identifying strengths, managing risk, recognizing opportunities, and turning reflection into action.

Leadership starts with awareness - self-awareness.

The most important leadership risks are not always visible in reports or metrics. They often appear in habits, blind spots, and patterns we stop noticing. This workbook is designed to create intentional reflection before those patterns become problems.



Leadership Development Resource

Why a Personal SWOT?

We spend a lot of time evaluating our people, our policies, and our performance. But some of the biggest leadership risks do not show up in reports or metrics. They show up in habits, blind spots, and patterns we've stopped noticing.

A Personal SWOT isn't about being self-critical or self-congratulatory. It's about being honest.

- What are you genuinely strong at, and are you using those strengths intentionally?
- Where do your weaknesses quietly create risk under pressure?
- What opportunities are you overlooking because you're busy?
- What threats - burnout, frustration, and credibility drift - are creeping in without being addressed?

> **Strong leaders don't wait for a crisis to force reflection.** They build it in before problems show up. Leadership isn't just how you manage others. It's how well you understand and manage yourself.

How to Complete the Personal SWOT Analysis

This exercise is designed to increase **leadership self-awareness**, not to judge or evaluate performance. There are no right or wrong answers. The value comes from honesty.

Before you begin:

- Set aside 15-25 uninterrupted minutes.
- Complete this individually.
- Be honest, not modest, and not overly critical.
- Consider how others experience you, not just your intent.

Use the worksheet provided and work through each section carefully.

SWOT Guidance

1. Strengths (Internal / Positive)

Identify what you consistently do well as a leader.

- What leadership behaviors come naturally to me?
- What do people rely on me for?
- What skills, traits, or habits set me apart?
- What feedback or praise do I hear repeatedly?
- What parts of the job energize me?

Write down specific behaviors, not titles or positions. Example: “Staying calm during conflict” instead of “Good supervisor.”

2. Weaknesses (Internal / Negative)

Identify risk areas, not personal flaws.

- What do I avoid because it's uncomfortable or frustrating?
- Where do I struggle under stress?
- What feedback do I tend to dismiss or explain away?
- What leadership behaviors could I improve?
- What do others sometimes experience as challenging about working with me?

Weaknesses only create problems when they go unrecognized or unmanaged.

3. Opportunities (External / Positive)

Identify external factors you can leverage for growth or influence.

- What opportunities exist for development, training, or mentoring?
- What trends or changes could I benefit from?
- Where could my strengths be used more effectively?
- What gaps exist in my unit, team, or organization that I could step into?

Think beyond promotions; focus on impact, growth, and influence.

4. Threats (External / Negative)

Identify external pressures or risks that could affect your leadership effectiveness.

- What stressors, trends, or changes could negatively impact me?
- What risks do my weaknesses expose me to?
- What obstacles are coming up professionally or personally?
- What could undermine my credibility, health, or effectiveness if left unaddressed?

Be realistic. Identifying threats early allows leaders to manage them proactively.

Personal SWOT Worksheet

Capture concise observations first. You can refine them during the final reflection.

STRENGTHS (INTERNAL / POSITIVE)

Identify what you consistently do well as a leader.

- What leadership behaviors come naturally to me?
- What do people rely on me for?
- What skills, traits, or habits set me apart?

WEAKNESSES (INTERNAL / NEGATIVE)

Identify risk areas, not personal flaws.

- What do I avoid because it's uncomfortable or frustrating?
- Where do I struggle under stress?
- What feedback do I tend to dismiss or explain away?

OPPORTUNITIES (EXTERNAL / POSITIVE)

Identify external factors you can leverage for growth or influence.

- What opportunities exist for development, training, or mentoring?
- What trends or changes could I benefit from?
- Where could my strengths be used more effectively?

THREATS (EXTERNAL / NEGATIVE)

Identify external pressures or risks that could affect your leadership effectiveness.

- What stressors, trends, or changes could negatively impact me?
- What risks do my weaknesses expose me to?
- What obstacles are coming up professionally or personally?

Final Reflection: Turn Insight Into Action

After completing all four sections, review your responses. The purpose of this final step is to move from awareness to intentional leadership action.

1. Which strength do I need to use more intentionally?

2. Which weakness poses the greatest risk if ignored?

3. What opportunity should I act on in the near future?

4. What threat requires a proactive plan, not just awareness?

My next leadership action:

This reflection is where insight turns into action.