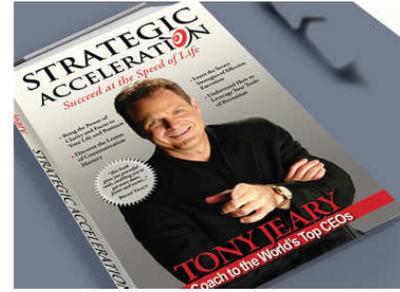


STRATEGIC ACCELERATION

Succeed at the Speed of Life



Exercise 7: Explore Where You Are Today, Why You Might Not Be Going Where You Want, And What Can Be Changed

Many people believe they have clarity when they have produced goals and have worked out the necessary action steps. These tools are important, but they are more directly related to your ability to focus and keep the main things the main thing. There are two points that must be factually known to produce clarity:

1. The first point involves where you want to be when your vision becomes reality,
2. the second point is an objective understanding of current conditions.

These two points must be described in words that can be easily understood, and they must be wrapped with understanding the why. You must understand why you want to go where you want to go, and you must understand why you are where you are today. Conducting an analysis of your strengths, weaknesses, opportunities, and threats increases your ability to focus and keep the main things the main thing.

SWOT Analysis

Using the following template, document your:

1. Strengths (top tools to leverage)
2. Weaknesses (areas to improve or change)
3. Opportunities (roadblocks, both real-world and self-imposed, to overcome)
4. Threats (reasons why you might fail)



SWOT Analysis: Example

1. Strengths:	
2. Weaknesses:	
3. Opportunities:	
4. Threats:	

SWOT Analysis: Example

1. Strengths:	<i>Educated, intelligent, good connections, excellent team/organization, healthy family, supportive spouse, strong business, satisfied clients, upward growth curve</i>
2. Weaknesses:	<i>Time management, not delegating as much or as well as I should, propensity to procrastinate, occasionally irritable with staff and family</i>
3. Opportunities:	<i>Delegate more, hire an assistant, make more time for self and family, create daily to-do lists, strategically partner with others who can help build my business</i>
4. Threats:	<i>Strong competition, unstable economy, keeping staff motivated and loyal, spending quality time with family before kids have grown</i>