



WORKSHEET: DISCOVERING YOUR STRENGTHS AND WEAKNESSES

STRENGTHS

People with a strong brand know who they are and work to maximize their strengths!



Transferable skills are the skills you bring with you throughout your life. They are your marketing tools and the foundation of your personal brand.

Take time to identify your transferable strengths and stand out from the crowd by answering the following questions.



ANSWER THE FOLLOWING QUESTIONS

1. THINK BACK, TO ALL THE JOBS YOU HAVE HAD. WHICH DID YOU LIKE THE MOST? WHICH DID YOU DISLIKE? WRITE WHY YOU LIKED OR DISLIKED EACH OF THEM.

2. WHAT WAS THE BEST DAY YOU HAD AT YOUR LAST JOB? WHAT DID YOU ENJOY AND WHAT DID YOU LEARN ABOUT YOURSELF?

3. WHAT WAS THE MOST SUCCESSFUL PROJECT YOU TACKLED, AND WHAT MADE IT SUCCESSFUL?

4. WHEN FACED WITH OVERCOMING CHALLENGES, WHAT WAS YOUR GO-TO SKILL TO OVERCOME THE OBSTACLE?

5. WHAT ARE THE STRENGTHS THAT OTHERS ACKNOWLEDGE IN YOU?

6. OF THESE STRENGTHS, WHICH COME UP OVER AND OVER AGAIN?

7. WHAT SKILLS HAVE YOU MASTERED BUT DON'T WANT TO USE EVERY DAY?

8. WHAT SKILLS HAVE SERVED YOU THE BEST AND ARE THE MOST USEFUL?

9. WHAT SKILLS ARE MISSING FOR YOU TO MOVE FORWARD TOWARDS YOUR GOALS?

10. WHAT'S YOUR PLAN TO DEVELOP THE ABOVE SKILLS?

WEAKNESSES

It is equally important to know your weaknesses as much as knowing your strengths. Knowing your weaknesses can give you a clearer understanding of the things that may be holding you back.



ANSWER THE FOLLOWING QUESTIONS

1. WHAT WEAKNESSES ARE YOU AWARE OF?

2. WHEN WORKING ON A TEAM OR IN A GROUP WHAT ROLES DO YOU SHY AWAY FROM?

3. COULD TAKING ON ONE OF THESE ROLES HELP YOU ARRIVE AT YOUR GOAL? WRITE OUT YOUR THOUGHTS.

4. DID ANYONE EVER IDENTIFY A WEAKNESS THAT YOU WERE NOT AWARE OF?

5. DID YOU EVER PERCEIVE WHAT OTHERS SAW IN YOU AS A STRENGTH AS A WEAKNESS?
