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Coaching SWOT Analysis

Name: **Date of Analysis:**

Strengths - internal		**Weaknesses -** internal	
What are you good at? What positive feedback have you had? Where are you a better coach than others? Qualifications / training achieved? Coaching experiences gained? Proud about?			Where can you improve as a coach? Developmental feedback received? What do you avoid? What makes you feel uncomfortable? Where do you have less skills and knowledge than other coaches? Experience missing?
Opportunities - external		**Threats -** external	
What opportunities to improve as a coach? What's happening out there, your coaching could benefit from? What is happening in your organisation to could benefit from? Coaching best practice you could learn from?			What's happening outside of you that could impact on your coaching? Changes in the organisation to be aware of? How might your current work impact upon your coaching? What's trends in coaching are there to be aware of? How are other coaches evolving? What risks do you need to be conscious of?

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