



THREE PIECE LIFE
eCOACHING with TIM JOHNS

SWOT, values, purpose and what you do?

In this exercise we'll be taking a close look at your strengths and weakness, what drives you, your values and what it is you really do. It's going to take a little of your time to fill in everything, but the results will prove to be highly valuable.



SWOT, values, purpose and what you do (1/4)

Here we apply the classic marketing evaluation tool to your life. And you might be surprised how interesting it is to do. As a guide, here's an example of what the end result might look like.

STRENGTHS <i>25+ years experience</i> <i>Led large teams on three continents</i> <i>Award-winning designer</i>	WEAKNESSES <i>Not well networked</i> <i>Low industry profile</i> <i>Need to be UK based</i>
OPPORTUNITIES <i>Lots of outsourcing in the sector Independents can undercut larger firms</i> <i>Independents can be faster and more flexible</i>	THREATS <i>25+ years experience</i> <i>Led large teams on three continents</i> <i>Award-winning designer</i>

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

Remember: Strengths and Weaknesses are intrinsic to you. Opportunities and Threats are external. And try to keep your answers at a high level.

MY VALUES

If you did this exercise as part of the My life exercise, capture your values again here.

If not, check out some sites on the internet that have lists of values (personal brand and/or brand values). Choose a list that you feel comfortable with. Highlight all the values that you feel best describe you. Then look for overlapping patterns. And, finally, try and narrow the list down to five or six that you feel really do describe you.

SWOT, values, purpose and what you do (3/4)

MY PURPOSE

Some people think that having a Personal Purpose is really important. I'm not so sure that it adds that much. But, if you think that it would help you, then do a bit of online research and then try and capture what you think your Personal Purpose might be.

SWOT, values, purpose and what you do (4/4)

Try and capture what it is you actually do. It's not the same as the tasks that you perform each day, but it should encapsulate the human skills that you use to accomplish your activities. Maybe you're the emotional glue that bonds groups of people together; or you're the creative spark that gives ideas and energy to others. Go back over time and see if you can come up with some common themes.

What I really do is: