



# Know Yourself

The better you know yourself, the better your relationship with the rest of the world. -Toni Collette





Lions Clubs  
International



**Build a Vision**

**It's starts with You**

- What are your personal strengths and weaknesses?
- What are the external opportunities and threats you encounter in your current position?
- How well do you know yourself?

**Personal SWOT Analysis**



# Exercise SWOT analyses

## Strengths

Describe your current level of skills, experience, your Lions knowledge, your capabilities and personal strengths

## Weaknesses

What skills and knowledge are you lacking? What kind of knowledge do you find missing by yourself?

*Strengths and weaknesses are **internal** – what you have control over and can change*

## Opportunities

What resources could be useful in your role this year, provided by LCI, Multiple District and District?

## Threats

What kind of obstacles do you experience in your journey to fulfil the role?

*Opportunities and threats are **external** – what's happening outside your control that impacts you*

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Any  
Questions?





# Tools and Resources

- SWOT Template
- This Presentation



## SWOT Analysis

What are your **Strengths, Weaknesses, Opportunities and Threats**?

### Strengths and Weaknesses

Strengths and weaknesses are internal—what we have control over and can change.

### Opportunities and Threats

*Opportunities and threats are external—what's happening in the larger community that impacts our clubs.*

Often, external factors that appear to be threats can be converted into opportunities. For example, other humanitarian organizations can become valuable partners in service.

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

### Action Plan

- Building Strengths
- Partnering to address weaknesses
- Seizing Opportunities
- Minimizing Threats



# Next Steps

- Complete your SWOT analysis
- Create an Action Plan to either build on a strength/opportunity or address a threat/weakness

