



From Acorns...how to build your brilliant business from scratch

TOOL: DETERMINE YOUR PERSONAL STRENGTHS AND WEAKNESSES:

Coming up with an honest assessment of yourself can be very hard to do.

Try to be as honest and objective with yourself as possible. Don't be modest about your strengths, or overly critical with yourself. Think about what you enjoy doing most, and what aspects of work you don't like – these will usually correspond with your strengths and weaknesses.

If it makes it easier, rank yourself against your possible competitors, if you know them. Alternatively, ask a trusted and impartial friend to help you with this.

Strengths:	
What specific skills and experience do you have which might help you?	
What types of tasks do you most enjoy doing?	
What are your advantages?	
What do you do well?	
Weaknesses:	
What could you improve?	
What types of jobs do you most dislike doing?	
What should you avoid doing?	
Are there areas of technical knowledge or experience that you are weak in?	