



CAREER 360° FEEDBACK

According to Peter Drucker, management guru and business author, discovering your strengths through feedback analysis is an important step in your career development.¹

Often, others have insights that we may have missed or are unaware of. Consider:

- How do others describe or define you? What talents do others associate with you?
- What strengths and possible weaknesses are you known for in your current organization?
- Whenever you make a key decision or take a key action, write down what you expect will happen. Nine or twelve months later, compare the results with your expectations.

Ask for feedback from multiple people related to you who are in a position to evaluate your strengths and weaknesses. Their insights may shed light on areas for improvement and on factors inhibiting your professional development. These include:

- Supervisors
- Coworkers
- Vendors
- Direct or indirect reports

Remember that when asking for feedback:

- Try not to be defensive
- Listen carefully to understand
- Suspend judgment
- Reflect thoughtfully on what you hear
- Don't be afraid to ask for clarification and specifics
- Try to keep the feedback in perspective ("Everything I do is bad!")

Utilize this information, if relevant, to help reformulate your career goals.



PERSONAL SWOT ANALYSIS³

A SWOT matrix is a framework for analyzing your strengths and weaknesses as well as the opportunities and threats that you face. This helps you focus on your strengths, minimize your weaknesses, and take the greatest possible advantage of opportunities available to you.

STRENGTHS

- What do you do well?
- What unique resources can you draw on?
- What do others see as your strengths?

WEAKNESSES

- What could you improve?
- Where do you have fewer resources than others?
- What do others see as weaknesses?

OPPORTUNITIES

- What opportunities are available to you?
- What trends could you take advantage of?

THREATS

- What threats could harm you?
- What is your competition doing?
- What threats do your weaknesses expose you to?

1. MANAGING ONESELF. HARVARD BUSINESS REVIEW. DRUCKER, P.
 2. INTERVIEWSTREAM, INTERVIEW WEBINAR. SULLIVAN, R.
 3. WWW.MINDTOOLS.COM/RS/SWOT