
What does your Personal SWOT Analysis Say About You?



*...and how can it help you succeed
without getting bogged down in analysis-paralysis and self-blame!*

By: Dawn Clark

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Why This Is Critical to You NOW:

- Every moment you don't take action to eliminate what's holding you back, opportunities are passing you by and it's costing YOU a **fortune**
- Mindset and The Law of Attraction Strategies are **MISSING KEY COMPONENTS** for success
- If you don't learn how to overwrite the **6 generations** of limiting genetic imprints you inherited, you'll be stuck repeating mistakes from your parents and grandparents
- **THE GAME HAS CHANGED**

What does success mean to you?

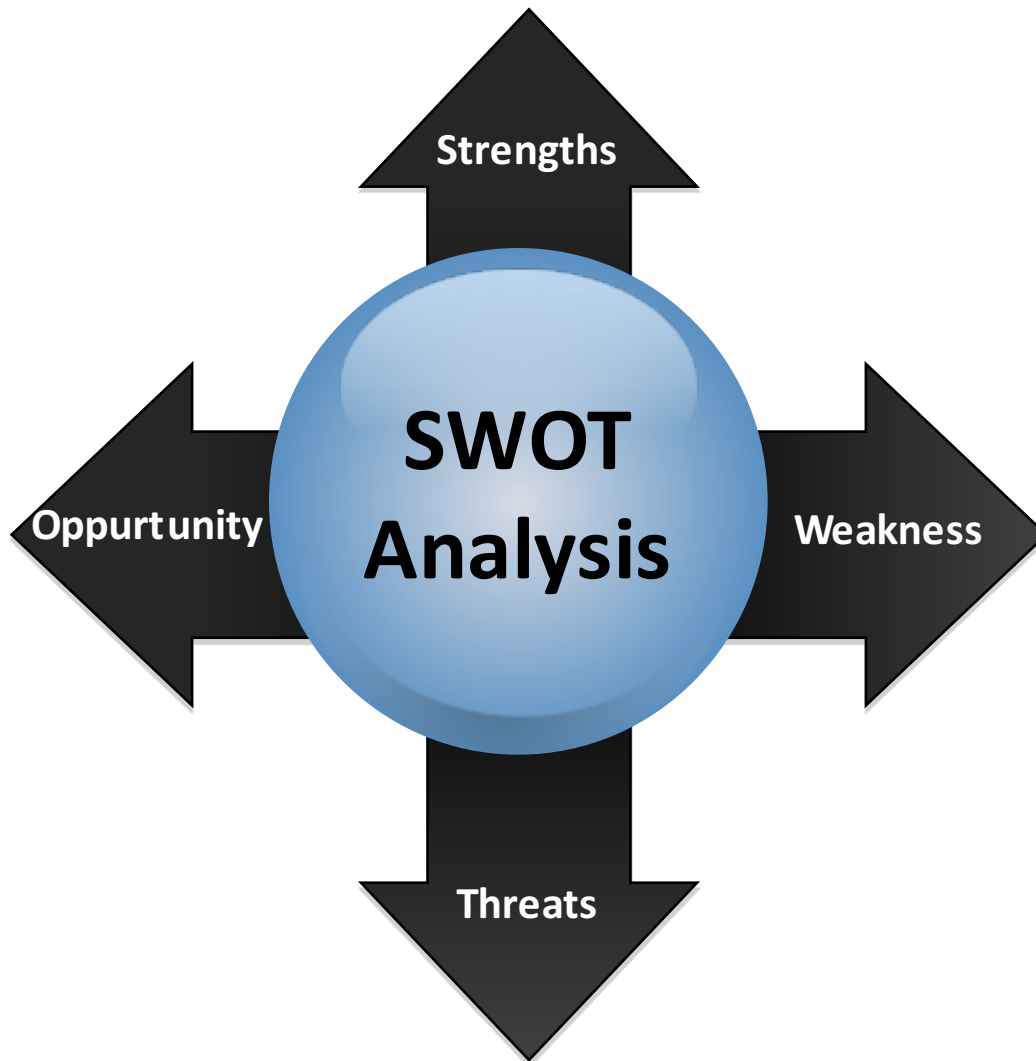


Idea Starters...

- ✓ Quitting 9-5
- ✓ Traveling
- ✓ Building you dream home
- ✓ Putting your kids through college
- ✓ Indulging in your favorite hobby
- ✓ Giving to your favorite charity
- ✓ Changing careers

Taking Action on Your SWOT Analysis can help you get what you want out of life!





What is SWOT Analysis?

- ▶ Acronym for **Strengths, Weaknesses, Opportunities, and Threats**.
- ▶ Technique that enables an individual to move from everyday problems / traditional strategies to a **fresh perspective**.
- ▶ Technique is credited to **Albert Humphrey** who led a research project at Stanford University in the 1960s and 1970s.

Who needs SWOT Analysis?

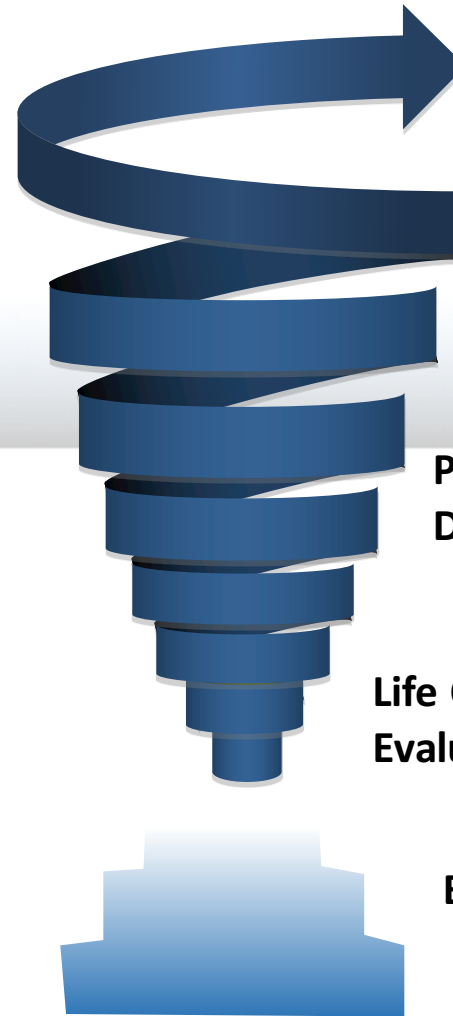
SWOT Analysis is also extremely beneficial for...

**Product or
Business
Launch**

**Opportunity
Evaluation**

**Strategic
Planning**

**Finding Path
and Purpose**



**Changing
Jobs**

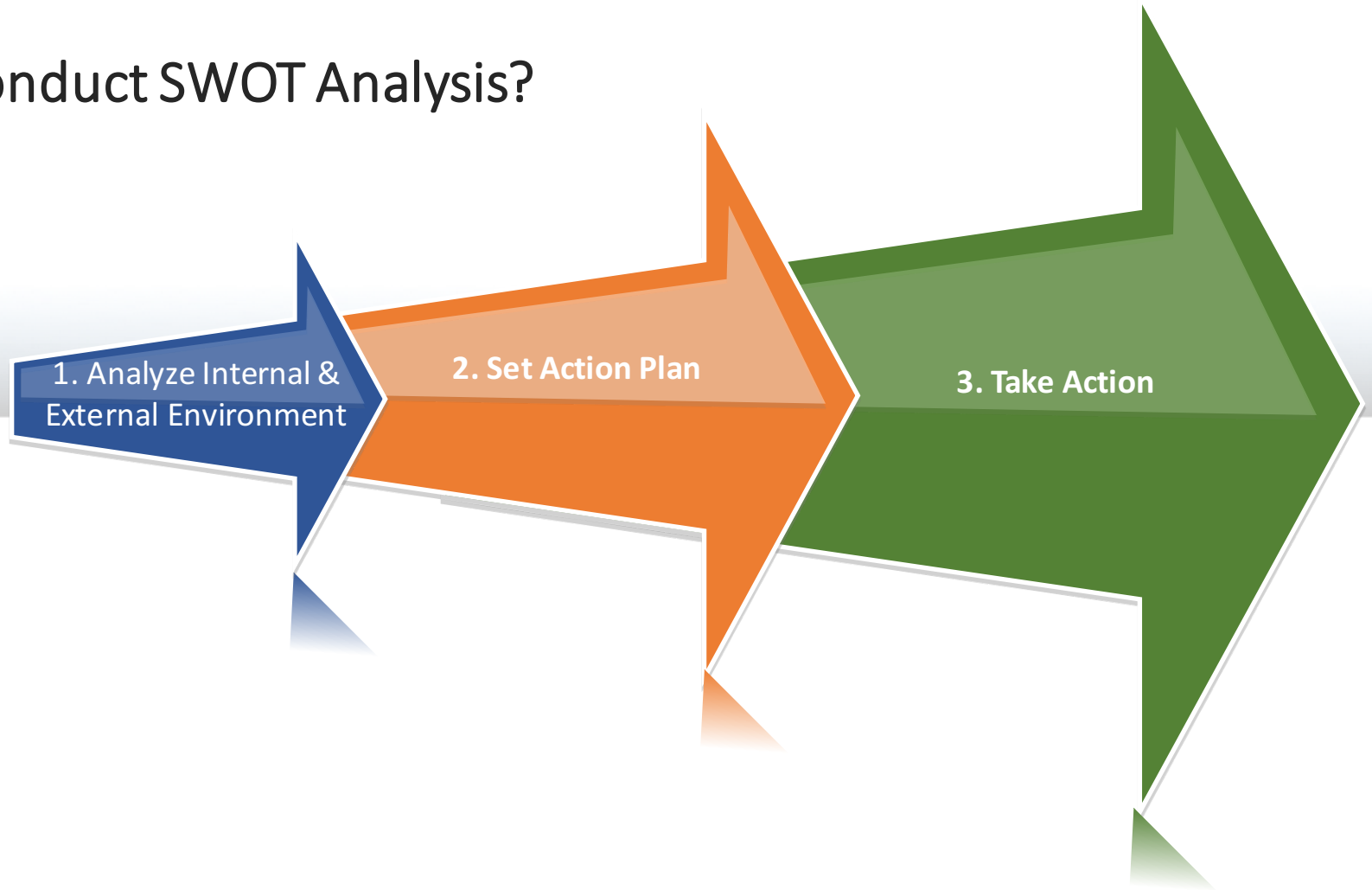
**Decision
Making**

**Personal
Development**

**Life Choice
Evaluation**

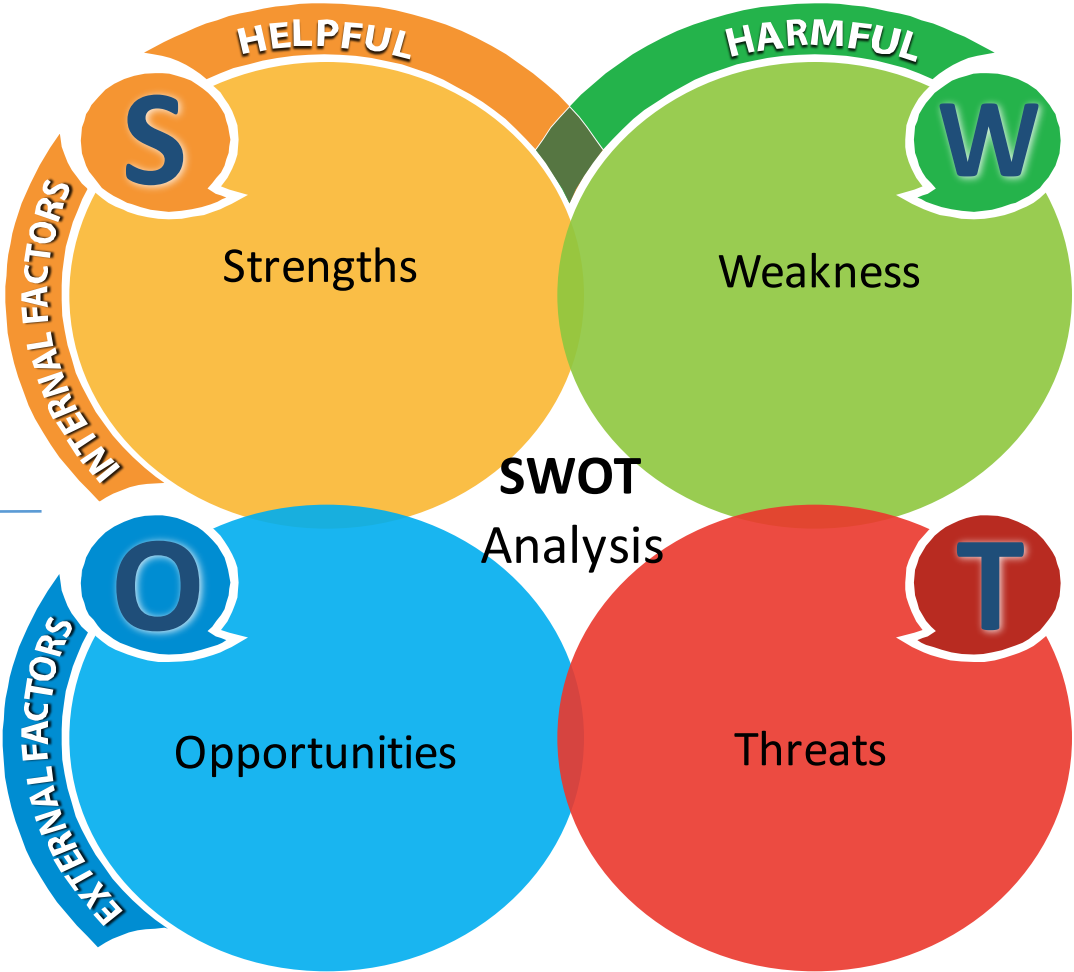
Brainstorming

How to conduct SWOT Analysis?



INTERNAL

EXTERNAL

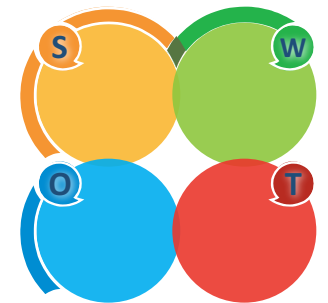


INTERNAL

S

STRENGTHS

- Will power
- Passion
- Purpose
- Clear vision of the desired future
- Understanding of truth behind reality
- Willingness to try new things
- Sense of self-worth
- Self-love
- Openness to receive



INTERNAL

W

WEAKNESS

- Fear
- Uncertainty
- Doubt
- Limiting Inherited DNA Imprints, such as:
Life is a Struggle or There's Not Enough



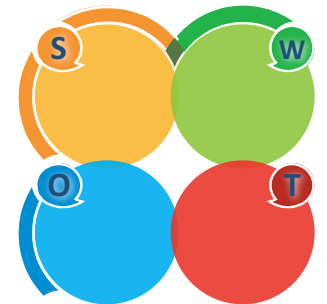
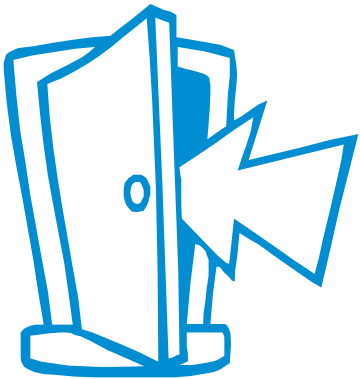
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EXTERNAL

O

OPPORTUNITIES

- Professional Opportunities
- Relationship Opportunities
- Passion Projects
- Play / Travel
- Romance
- Investment Opportunities

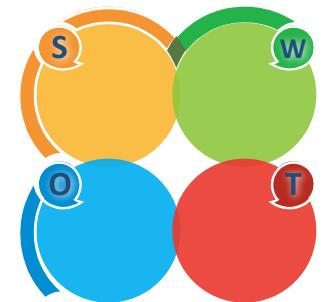


EXTERNAL

THREATS

T

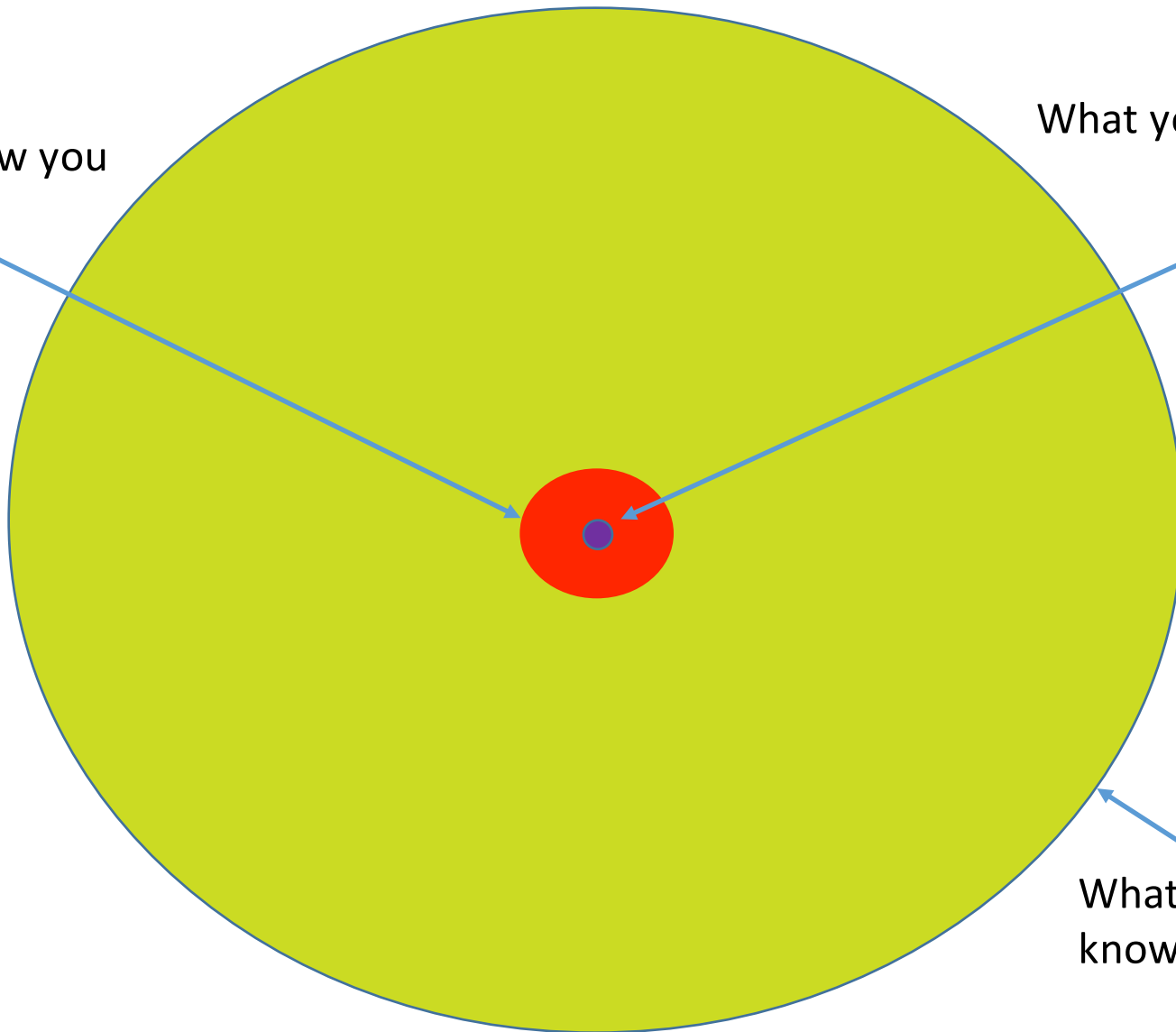
- 6 Generations of Inherited Limiting Beliefs Stored in DNA
- Changing Economy
- Competition
- Challenging Relationships



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What you know you
don't know

What you know you know



What you don't
know you don't know

What Does Your Personal SWOT Analysis Say About You?



Situation Analysis - Career



- Where are you today in terms of career?
- Where do you want to be in 12 months or less?
- What do you perceive to be the external factors are holding you back?
- What limiting beliefs about yourself are holding you back?
- Are you ready to break through? Why?

Situation Analysis - Finances



- Where are you today in terms of finances?
- Where do you want to be 12 months from now?
- What do you perceive to be the external factors are holding you back?
- What limiting beliefs about yourself are holding you back?
- Are you ready to break through? Why?

Situation Analysis - Family



- Where are you today in terms of family?
- What do you want to experience in the next 12 months?
- What do you perceive to be the external factors are holding you back?
- What limiting beliefs about yourself are holding you back?
- Are you ready to break through? Why?

Situation Analysis - Romance



- Where are you today in terms of your love life?
- What do you want to experience in the next 12 months?
- What do you perceive to be the external factors are holding you back?
- What limiting beliefs about yourself are holding you back?
- Are you ready to break through? Why?

Situation Analysis – Well Being



- Where are you today in terms of your personal well-being?
- What do you want to experience more of in the next 12 months?
- What do you perceive to be the external factors are holding you back?
- What limiting beliefs about yourself are holding you back?
- Are you ready to break through? Why?

Situation Analysis – Fitness and Health



- Where are you today in terms of your fitness and health?
- What do you want to experience more of in the next 12 months?
- What do you perceive to be the external factors are holding you back?
- What limiting beliefs about yourself are holding you back?
- Are you ready to break through? Why?

DECODING Your Personal SWOT Analysis

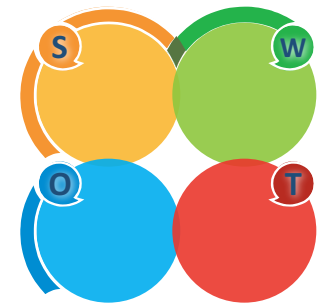


INTERNAL

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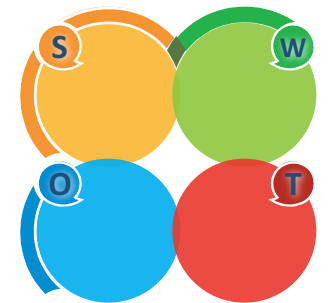


INTERNAL

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STRENGTHS

Are you ready to break through?
Why?

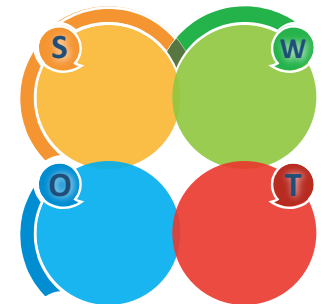


INTERNAL

W

WEAKNESS

- Fear
- Uncertainty
- Doubt
- Limiting Beliefs and Perceptions



INTERNAL

W

WEAKNESS

What limiting beliefs about yourself
are holding you back?

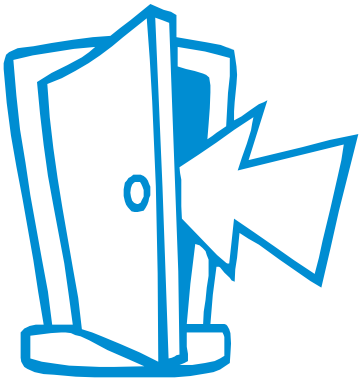


EXTERNAL

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OPPORTUNITIES

- Professional Opportunities
- Relationship Opportunities
- Passion Projects
- Play / Travel / Adventure
- Romance
- Investment Opportunities

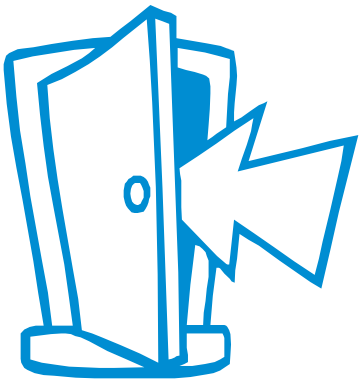


EXTERNAL

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OPPORTUNITIES

What do you want to experience in
the next 12 months?



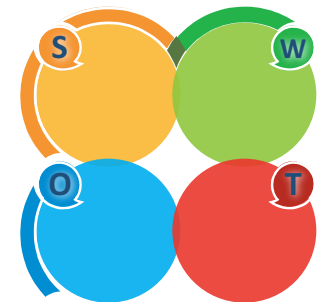
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EXTERNAL

THREATS

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- 6 Generations of Inherited Limiting Beliefs
Stored in DNA
- Changing Economy
- Competition
- Challenging Relationships



THREATS



EXTERNAL

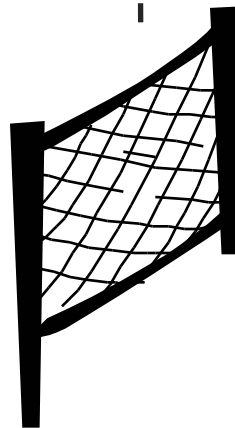
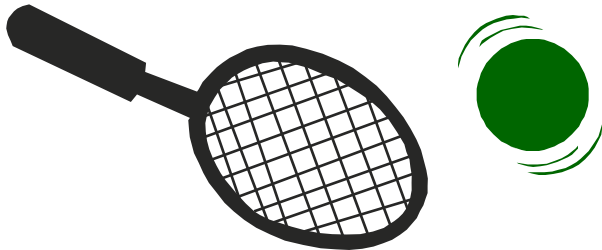
What do you perceive to be the external factors and inherited limiting beliefs that are holding you back?



TIPS FOR THE SWOT ACTIVITY

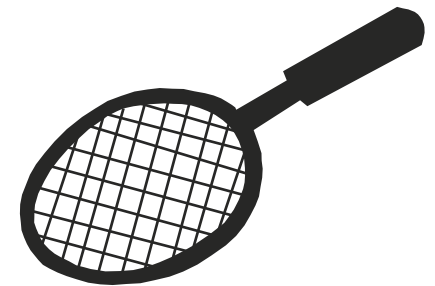
Do's

- ✓ Be analytical and specific.
- ✓ Record all thoughts and ideas.
- ✓ Be selective in the final evaluation.
- ✓ Take action.
- ✓ Think out of the box.
- ✓ Be open to change.



Don'ts

- ✗ Try to disguise weaknesses.
- ✗ Stay stuck merely list errors and mistakes.
- ✗ Lose sight of external influences.
- ✗ Allow the SWOT to become a blame-laying exercise.



Ready, Set, ACTION!



Life Doesn't Have to Be a Game of Chance



Solve the Problem At Core

**Recode Your DNA
for Success!**




Let's play
"True" or "False"



How big of a role is

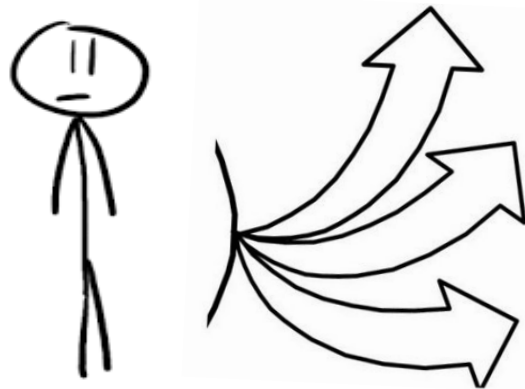
FUD

playing in your life?



The only thing that
can stop you from
succeeding is the
doubt you carry
in your cells!

Now is the time to stop “viral imprints”
of the past from throwing you off course...



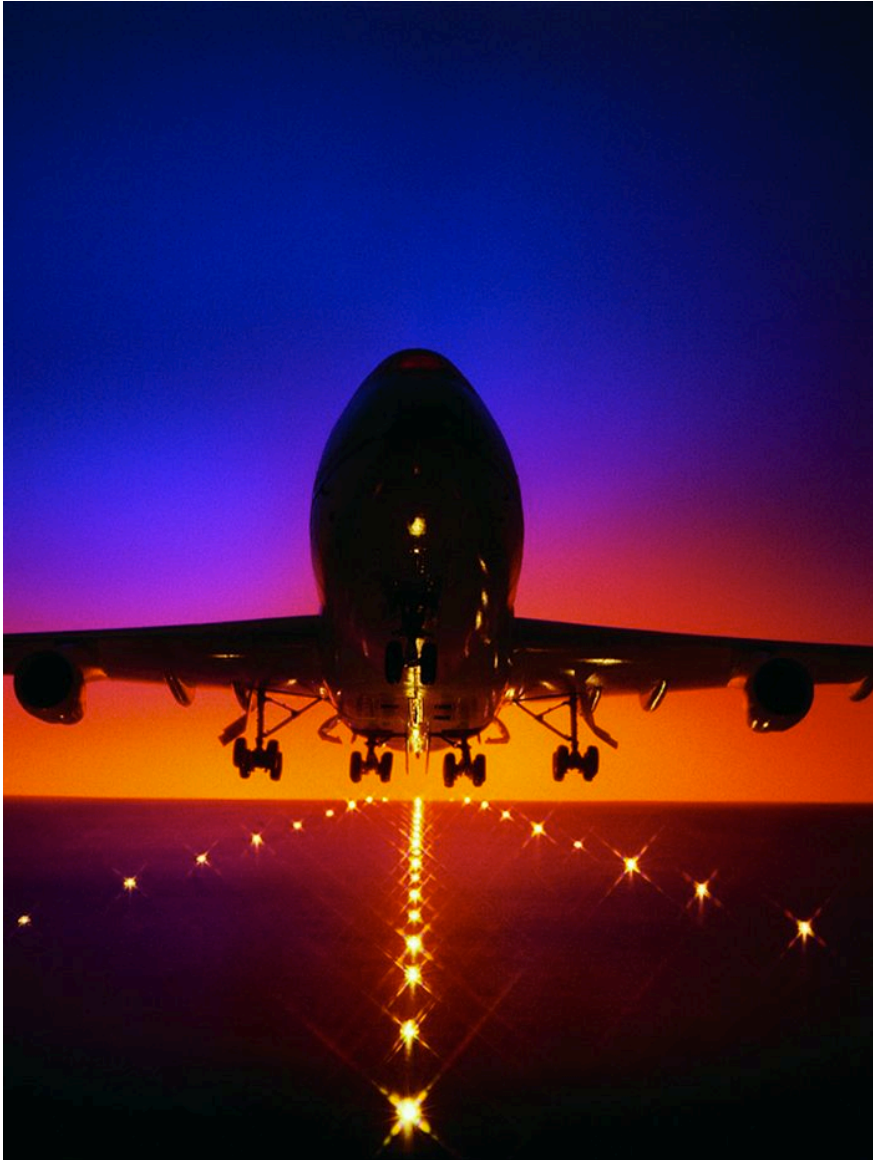
Not Enough Money

Not Enough Time

Not Enough Love

ELIMINATE Fear, Uncertainty and Doubt





Get your life on course!

<https://Go.RecodeDNA.com/YES>



Thank you for joining me!

For more information about how to
Recode Your DNA for Success, please visit:

<https://Go.RecodeDNA.com/YES>