



# The Winners Circle

| 7-Day Challenge |                                                                                                                                                                                                                    |        |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Day             | To-Do                                                                                                                                                                                                              | Status |
| 1               | Identify your strengths and weaknesses. List them on page 2 of this workbook.                                                                                                                                      |        |
| 2               | Identify potential opportunities based on your strengths and potential threats based on your weaknesses. List them on page 2 of this workbook.                                                                     |        |
| 3               | Review the opportunities & threats you listed. Highlight the two greatest opportunities & the two greatest threats.                                                                                                |        |
| 4               | Based on the two greatest potential opportunities, brainstorm ways you can cultivate the corresponding strengths to put yourself in the best position to take advantage of the opportunities. List them on page 3. |        |
| 5               | Based on the two greatest potential threats, brainstorm ways you can cultivate the corresponding weaknesses to put yourself in the best position to avoid the threat. List them on page 4.                         |        |
| 6               | Review your brainstorming sheets. Highlight the top idea per category. These should be ideas that you can reasonably pursue over the next few months (so be sure to think critically.)                             |        |
| 7               | Create your action plan for pursuing each of the top ideas. With any action plan, it's important to break the plan into digestible steps with due dates.                                                           |        |



## **SWOT Analysis**

### **Strengths**

*What do you do well?*

### **Weaknesses**

*What don't you do well?*

### **Opportunities**

*What opportunities do your strengths create?*

### **Threats**

*What threats do your weaknesses expose you to?*



## Ways to Cultivate Your Strengths



## Ways to Cultivate Your Weaknesses



## Action Plan

Goal for pursuing opportunity:

This is important because:

My reward will be:

| Action Step | Due Date | Status | Notes |
|-------------|----------|--------|-------|
|             |          |        |       |
|             |          |        |       |
|             |          |        |       |
|             |          |        |       |
|             |          |        |       |

Goal for avoiding threat:

This is important because:

My reward will be:

| Action Step | Due Date | Status | Notes |
|-------------|----------|--------|-------|
|             |          |        |       |
|             |          |        |       |
|             |          |        |       |
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|             |          |        |       |