



A personal SWOT analysis is a powerful strategic tool borrowed from the corporate world and adapted to individual development. Within the framework of Ikigai coaching, it allows the client to clarify their strengths, weaknesses, opportunities, and threats in the realization of their life path. By taking a lucid and comprehensive inventory of their situation, the client lays the foundations for an action strategy aligned with their Ikigai.

The coach accompanies the client in carrying out their SWOT analysis by successively exploring the four dimensions. To identify their strengths, the client is invited to recognize their talents, skills, achievements, and personal resources. This is about highlighting what they can rely on to move towards their Ikigai. The self-assessment questionnaires and the journaling exercises from previous modules can feed into this exploration.

Sophie, a client in professional reorientation, realized that she could count on her creativity, tenacity, and her network of contacts in the artistic field to develop her ceramicist activity, aligned with her Ikigai.

The exploration of weaknesses aims to identify the limits, areas of fragility, and points of vigilance in the realization of Ikigai. It is not about judging oneself but recognizing with lucidity and kindness what can slow down or obstruct. The coach ensures that this step is constructive and oriented towards the search for solutions.

Marc, a client wanting to become a trainer, became aware of his difficulty in public speaking and his lack of administrative management. Identifying these weaknesses allowed him to implement an action plan to overcome them by following a public speaking course and enlisting an assistant for the administrative part.

The analysis of opportunities invites the client to spot the resources, supports, and favorable opportunities in their environment for achieving their Ikigai. These can be inspiring individuals, training programs, professional networks, or emerging trends in their field. The coach encourages the client to cultivate an attitude of openness and curiosity to seize these opportunities.

Julie, a client passionate about sustainable development, identified as opportunities a green startup incubator in her city, a burgeoning citizen movement, and legislation increasingly favorable to the circular economy. All these levers to materialize her Ikigai of creating a positive impact company.

Finally, the exploration of threats aims to anticipate obstacles, risks, and challenges that may arise on the path to Ikigai. These can be internal hindrances like limiting beliefs, or external hindrances like a tight job market or demanding family responsibilities. Identifying these threats allows you to better prepare for them and plan strategies to circumvent or overcome them.

Luc, a client dreaming of moving abroad, realized that his main barrier was the fear of the unknown and the guilt of leaving his aging parents. By exploring these threats with his coach, he was able to defuse his fears and find solutions, like a gradual departure plan with regular returns home.

Beyond taking stock, the SWOT analysis is a springboard for action. The coach helps the client derive lessons from their analysis and define strategic priorities to achieve their Ikigai. How to capitalize on their strengths? How to overcome weaknesses? How to seize opportunities? How to protect themselves from threats? By answering these questions, the client outlines a concrete and realistic action plan.

Following her SWOT analysis, Sophie decided to bet on her artistic talents and her network to launch her micro-ceramics business, while training in management to fill her gaps. She chose to start with local craft markets to test her offer before exploring online sales opportunities to develop her activity.

It is important to note that the SWOT analysis is not static but evolving. As they progress towards their Ikigai, the client is invited to regularly reassess their strengths, weaknesses, opportunities, and threats, to adjust their strategy accordingly. The coach encourages them to cultivate an attitude of learning and continuous adaptation.

Every six months, Julie redoes her SWOT analysis to measure her progress, identify new resources, and anticipate upcoming challenges in her business development. This regular practice allows her to stay on track to her Ikigai while being flexible and creative.

In summary, the personal SWOT analysis is a valuable tool for laying the strategic

foundations for the realization of Ikigai. By clarifying their strengths, weaknesses, opportunities, and threats, the client equips themselves with a realistic and global vision of their situation, conducive to developing a concrete action plan aligned with their deep aspiration. Integrated into a caring and lucid accompaniment approach, in connection with other exploration tools like the ikigai diagram, the values questionnaire, or journaling, the SWOT analysis is a powerful lever to help the client chart their unique path to a meaningful and fulfilling life.

Key takeaways:

- The personal SWOT analysis is a strategic tool borrowed from the corporate world and adapted to individual development. It allows to clarify one's strengths, weaknesses, opportunities, and threats in the realization of their Ikigai.
- The coach accompanies the client in exploring the four dimensions of the SWOT analysis. It is about identifying their talents, skills, and resources (strengths), their limits and areas of fragility (weaknesses), the supports and favorable opportunities in their environment (opportunities), and potential obstacles and challenges (threats).
- The SWOT analysis serves as a basis for defining an action strategy aligned with their Ikigai. The client is invited to capitalize on their strengths, overcome their weaknesses, seize opportunities, and protect themselves from threats.
- The SWOT analysis is not static but evolving. It is important to regularly reassess it to adjust the strategy according to progress, new resources, and emerging challenges.
- Integrated into a caring and lucid accompaniment approach, linked with other exploration tools, the SWOT analysis is a powerful lever to help the client chart their unique path to a meaningful and fulfilling life.