**LEADING STRATEGIC CHANGE**

**Learning Outcome 4: ACTIVITY 4**

**Personal SWOT**

#### In pairs/small groups

Read the Case study: Personal SWOT analysis (Mohammed) in Chapter 4 of the Leading strategic change study guide. Then complete the related Activity 7: *Personal SWOT analysis*:

* Consider the Personal SWOT analysis carried out by Mohammed in the above case study. What advice would you give Mohammed? How could he use his strengths to overcome any threats/risks to his development? How could he use the opportunities to address his weaknesses or development areas?

Prepare a short presentation on your findings.