Personal SWOT Analysis

As a physician transitioning into entrepreneurship, it's crucial to understand not just the business world but also yourself as a professional. A **SWOT Analysis**—which stands for Strengths, Weaknesses, Opportunities, and Threats—will help you understand where you stand as you build your business. It's a fun and insightful way to evaluate your skills, recognize opportunities, and spot challenges early on.

Let's Get Started!

Strengths

What are you amazing at? Is it your deep knowledge of healthcare? Your existing patient base? Perhaps it's your reputation for patient care or your ability to handle stress like a pro. Write down at least three things that make you a standout as a physician entrepreneur.

Example: "I have strong clinical knowledge and already have a network of referring physicians."

Weaknesses

Weaknesses Every entrepreneur has them! Maybe business management isn't your strongest suit, or you're not as familiar with the tech side of telemedicine. The goal is to identify areas that need work, so you can address them before they become roadblocks

Example: "I have limited experience managing finances and marketing my services."

Opportunities

As a physician entrepreneur, you have access to unique opportunities—think of new telemedicine services, collaborations, or opening your own practice. Spot at least three opportunities.

Example: "I can expand my services to other states via telemedicine or offer niche healthcare services like mental health or chronic care management."

Threats

Threats This is where you think about potential obstacles. What could slow down your business? Is it competition, licensing challenges, or regulations? Identifying threats means you can prepare for them in advance. List at least three possible threats.

Example: "The regulatory environment in different states may limit my ability to practice."

Now do the exercise on the next page to complete your personal SWOT analysis

PERSONAL SWOT ANALYSIS

A SWOT analysis helps you understand your business's strengths, weaknesses, opportunities, and threats. Write at least 5 responses for each:

STRENGTHS	WEAKNESSES

OPPORTUNITIES	THREATS