

The Strategic Sweetspot Self Assessment

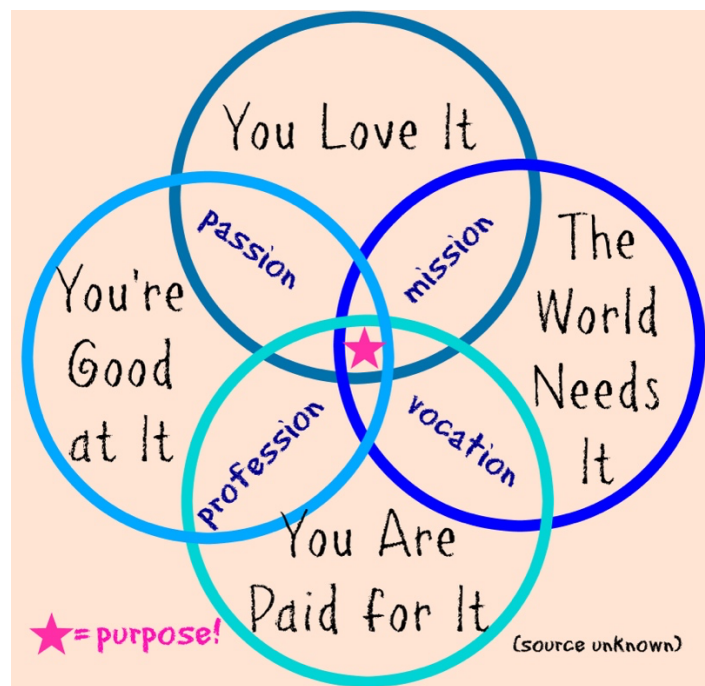
What We Know About Playing To Strengths

There is extensive evidence in the management and psychology literature of how playing to natural strengths drive performance. Much of our traditional education and training focuses on “fixing” deficiencies or making up for weaknesses. But it turns out that in most personal and professional contexts using our natural strengths yields better results, and we can surround ourselves with others who have complementary skills to achieve balanced performance in our teams. This is true in business, in the professions such as medicine, and in social and family settings. Playing to strengths can help you:

- Build confidence
- Enhance performance
- Become a more rounded professional
- Open up new areas of expertise, career opportunities, or personal achievement

Yet many professionals continue to focus on trying to improve what they are not good at, and take for granted what they do well, often discounting their strengths to their detriment. This self-assessment will help you explore your natural strengths and examine how to leverage them. By optimizing your skills, interests, and natural affinities you can identify a strategic “Sweetspot” to build your career and your practice.

Aligning Capability With Opportunity



There have been many frameworks from psychologists that assess strengths as coaching and training tools. The diagram above combines some of these, including the Japanese concept of “Ikigai” (the holistic approach to long life and self-awareness), psychometric assessments (such as MBTI or NEO), and management theory from business authors such as James Clear’s “*Atomic Habits*” that explore the power of disciplined action to change habits and release human potential.

Building Your Strategic Sweet Spot

In the model above there are four key elements to consider to formulate your Sweetspot. These are simple but powerful questions that we don’t often take the time to consider in our busy working lives. But when examined closely, they can increase our self-awareness, unlock hidden potential, and open up new opportunities to take a more strategic approach to our professional development and personal fulfilment. The components of the model are:

- You Love It
- You’re Good At It
- You’re Paid For It
- The World Needs It

We can further refine these into 16 self-assessment questions as follows:

You Love It

- Q1. What do you really love to do?
- Q2. How often do you get to do this?
- Q3. How could you increase opportunities to do it more?
- Q4. How can you tell the world that this is what you were really born to do?

You’re Good At It

- Q1. What is your natural superpower, either a skill or a particular activity?
- Q2. How did you develop this unique ability?
- Q3. What about this is particularly useful to yourself and others?
- Q4. How could you deploy this superpower more broadly either at home or at work?

You’re Paid For It

- Q1. What is it that others value most in you?
- Q2. What is it you are best paid for?
- Q3. How can you more closely align what you are valued for and what you are well paid for?
- Q4. Can you use this as the basis of your career and your business strategy?

The World Needs It

- Q1. Do you have a vision or higher purpose in your work or personal life?
- Q2. How does this connect to what you love, your superpowers, and what you can get paid for?
- Q3. Is there a pressing need in the world that could benefit from your purpose or vision?
- Q4. How can you make this real by deploying your skills, networks, or expertise?

Actions You Can Take

Review the above questions and decide how satisfied you are with your answers.

Take time to consider each area and develop further alignment – often this can be a year-long or even multiyear process as you build a more purposeful career and business plan.

Spending time on these questions can identify an important intersection between what you love, what you're good at, what you can be paid well for, and what the world needs now.

Ultimately, finding a Strategic Sweetspot can help you create a fresh structure for your work and life that more powerfully reflects who you are, your expertise and passions, and your unique contribution to the world.

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