

Before You Just Do It — SWOT It First

You could do whatever you want — but there's a catch: the consequences.

The actions themselves aren't always the problem. Most times, it's not the idea we fear, not even the action — it's the outcome. The consequences. The uncertainty of what comes next.

We often hold ourselves back, not because we don't want to take a leap, but because we're afraid of what that leap might cost us. Fear, insecurity, and uncertainty have a way of whispering, "What if it goes wrong?" And sometimes, that fear saves us — like when the outcome is clearly harmful, say stealing or lying. But other times, that fear becomes a setback, especially when the outcome could change everything for the better.

That's where I've found a new personal rule: SWOT it first.

I've come across the SWOT analysis so many times in my business books that I've started applying it to my personal life — because at the end of the day, my life is my business. My growth, my risks, my transitions. If I want to do something bold, something risky, something necessary — it goes through the SWOT test.

Here's how I break it down:

Strengths

What are the advantages of this move?

What skills or qualities do I already have that align with it?

How can I apply myself in a way that makes this work?

Weaknesses

Where do I fall short?

What inner doubts, flaws, or missing skills might affect the outcome?

How do I work around them — or grow through them?

Opportunities (Outcome)

What's the possible gain?

Will this experience push me forward or open new doors?

Is it relevant to the future I see for myself?

Threats

What's out of my control?

What are the external risks or uncertainties?

Do I avoid them, face them, or build strategies to handle them?

Just do it" is great advice — but even better? SWOT it first.

Because clarity breeds confidence. And when you take action with full awareness of your strengths, risks, and rewards, you're not just hoping for the best — you're prepared for it.