

Identifying Your Creative Business Strengths & Weaknesses

{self-paced exercise 3 of 5 in Success Series}

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Success Series : Identifying Your Creative Business Strengths & Weaknesses

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This self-paced exercise is the third of five exercises in the Pink Spark Creative **Success Series** and it will help you identify your strengths and weaknesses that will ensure a successful creative business. This is a short exercise and will prepare you for the next exercise, Creating a 12 Month Plan. We'll discuss the difference between strengths and weaknesses as well as how weaknesses aren't always bad. Are you ready? Grab a notebook, your favorite writing utensil, and let's get started!

This isn't a job interview so you aren't trying to impress anyone with a dazzling answer. Your responses should be honest and related to your business and personal life. Examples: One of my greatest strengths is accounting because I love analyzing numbers. My biggest weakness is not scheduling time in my day for exercise. You get the idea. There is an explanation of the importance of each below.

☉ What are strengths?

Strengths are tasks and activities in which you excel. These are the things you love doing and do well. These may be activities you already do in your job or while running your own business, but they may not. Acknowledging your strengths is an important part of the process when you are starting a business because the list will give you insight into which tasks you should focus your attention and energy.

- > Jot down your strengths.

☉ What are weaknesses?

Weaknesses aren't necessarily the opposite of strengths. Many times weaknesses turn out to be tasks or activities that we love to do but we really just aren't well equipped to do well. Identifying and acknowledging your weaknesses is even more important than determining your strengths because you can turn a weakness into a strength. Think about the areas in your business and personal life that you'd like to do better.

- > Jot down your weaknesses.

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Now think about how you can turn one or more of your weaknesses into a strength. Could you participate in a class or workshop to improve a weakness? Is there someone you could hire to do the task or activity for you? Of course that doesn't exactly turn it into a personal strength, but it would positively impact your business.

- > Brainstorm ways to turn some of your weaknesses into strengths.

Why is identifying strengths and weaknesses important? Knowing the areas to focus your energy in your business and personal life will save time, money and your sanity. If you acknowledge you aren't very good at keeping the books for your business, you know you need to find someone with this strength. If you discover you have a talent for photography and editing, you know you don't have to hire someone to take photos of your art. Being honest with yourself about your own strengths and weaknesses is the hardest part of this exercise. Nobody is judging you!

This simple exercise is easy to use again and again when you want to identify your strengths and weaknesses.

You made it! You have successfully identified your strengths and weaknesses!

Did you find this exercise helpful? If so, please drop me an email at lisa@pinksparkcreative.com and let me know what your strengths and weaknesses are and how you plan to capitalize or improve them. If you are having some difficulty or you found this exercise complicated, time-consuming or ineffective, I want to know that too. If you know someone who may benefit from this exercise, share it with them!

The next self-paced exercise in the Pink Spark Creative Success Series is **Creating a 12 Month Plan!** If you're not already on the Pink Spark Creative mailing list, be sure you sign up to receive each of the exercises in the series [here](#).

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