

SWOT ANALYSIS

A SWOT analysis is a useful and easy self-assessment tool that you can use to learn things about yourself. It is a process that can help you plan, set goals and work on any areas you need too. It is a process that can be repeated as you develop and go through experiences. We are always learning so the SWOT analysis is something you can use more than once. Repeated process can help show you if your developing and overcoming what you originally thought would stop you.

SWOT stands for the four areas you examine about yourself. These are:-

1. S - Strengths
2. W – Weaknesses
3. O – Opportunities
4. T – Threats

**Strengths** – The strengths section of the analysis is to help you look at what strengths you have. These could be things your good at both personally and professionally.

**Weaknesses** – The weaknesses section is to get you to admit what weaknesses you have. We all have them and this section requires you to be honest. Weaknesses could be things you not got or need improving on e.g. lack of qualifications.

**Opportunities** – The opportunities section is to get you to look at what opportunities are there to help you either work on weaknesses, overcome barriers, go on training etc.

**Threats** – The threats section is asking you to be honest. What weaknesses could hinder you or stop your plans or what barriers may block your path to your goals.



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| Strengths:  What are you good at?  What are your personal strengths?  What do others say you’re good at? | Weaknesses:  What could you improve?  What are others likely to see as weaknesses?  What could you develop? |
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| Opportunities:  How can you work on weaknesses?  Can you develop?  Can you learn things? | Threats:  What weaknesses could stop you?  Are there any barriers in your way? |
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