

Personal SWOT Analysis

Skills that this session will develop:

Self-awareness

By the end of this session the mentee will be able to:

- Explain what a personal SWOT is
- Analyse their own situation and start to plan their career development

Session Preparation:

Mentor to review the personal SWOT analysis below and consider how it could be used

Session Plan:

SWOT stands for strengths, weaknesses, opportunities and threats. SWOT analysis is used as a diagnostic tool to help organisations in their strategic planning. It can also be applied to help an individual analyse their own work/study situation and inform their career development plan. This simple framework provides a structure in which you can evaluate your internal capabilities – your strengths and weaknesses, over which you have considerable control, as well as the external factors – the opportunities and threats you face, which are beyond your control, but to which you must respond.

STRENGTHS <ul style="list-style-type: none"> • What do you do better than others? • What do others see as your strengths? • What personal attributes are your strengths? • What skills, qualifications, and experience do you have? • What resources or networks do you/will you have access to? 	WEAKNESSES <ul style="list-style-type: none"> • Gaps in your knowledge, skills or experience. What do you find difficult, frustrating or time consuming? • What has held you back in the past? • What tasks do you avoid? • Have you received any negative feedback? • How do you manage stress?
OPPORTUNITIES <ul style="list-style-type: none"> • Current or upcoming work experience, paid work or volunteering opportunities? • Can you take advantage of any trends? E.g.. Government regulation or technology. • Is there a gap in the market, or can you solve a problem in an organisation? 	THREATS <ul style="list-style-type: none"> • Changes in the organisation/sector you plan on working in. • Could your desired role be outsourced or replaced by technology?

TASK: Together, create a SWOT analysis table (using the template above for guidance) for the mentee to help them analyse their current situation. Once this is complete, discuss what actions the mentee could take to work on and/or tackle their weaknesses and threats.