

Achieving short term goals through SWOT analysis.

Short Term Goals through SWOT Analysis

Short-term goals are specific objectives that aim to achieve within a relatively short time frame, typically from a few days to a year. These goals are usually more focused and actionable, serving as stepping stones towards long term ambitions. These help us in building confidence by providing quick wins, motivated and organized in both personal and professional life.

Quote: *A journey of thousand miles begins with a single step*

To use them effectively be **SMART**

Specific - Goals should be clear and well-defined.

Measurable - Goals should have criteria to measure progress and success.

Achievable - Goals should be realistic and within your abilities.

Relevant - Goals should align with your overall objectives and values.

Time Bound - Goals should have a clear deadline to maintain focus and urgency.

SCENARIO

About Damini

An associate like us, known for her diligence and hard work.

Consistently strives to excel in her current role.

Her Ambition

Aspires to upgrade her cadre and move to the next level in her career.

Determined to take on greater responsibilities and grow professionally.

Her Concern

Wonders if she has the skills and confidence needed for a higher role.

Feels uncertain about stepping outside her comfort zone.

SWOT ANALYSIS



Swot analysis is a strategic planning tool used to evaluate strengths, weaknesses, opportunities and threats of an individual or an organization. It helps in Decision-Making by analysing the internal and external factors that affect the performance.

There are two internal factors and two external factors

1. Internal (Depends on Yourself)

Strengths

The things that you do well.

Ex: Having Good skillset, interactive communication etc

Weaknesses

The Areas that need improvement.

Ex: Lacking of knowledge, procrastination etc

2. External (Depends on environment/ others)

Opportunities

The things that favour us.

Ex: Climate, lack of competition etc

Threats

The things that oppose us.

Ex: Competition, pressure etc

DAMINI'S STRENGTHS

Discipline in preparation

- Can maintain a consistent study schedule.

Persistence in learning

- Won't give up in challenging situations.

Adaptability

- Adaptable to learn new things.

Self-motivated

- Driven by clear aspirations and focused to achievements.

Strong basics

- Solid foundation in the required subjects make a positive start in preparation.

DAMINI'S WEAKNESS

Overworking /overthinking and burnout

- Neglecting physical health and thinking of possibilities that wouldn't occur.

Perfectionism

- Focus of getting everything just right can slow progress and make it difficult to prioritize tasking.

Tunnel vision

- Relying on only a single resource blindly during preparation.

Neglecting strategic thinking

- Hardworking individuals may focus on immediate tasks, neglecting long-term planning, strategic thinking or the bigger picture.

DAMINI'S OPPORTUNITIES

Opportunities in a swot analysis refer to external factors or situations that averaged to achieve goals, improve performance, or gain an advantage. They are positive possibilities or advantages present in the environment or scenario that align with the strengths and aspirations of a individual

1.Training programs: Enrol in leadership or skill development programs like iEvolve-Wings, platforms like Udemy, LinkedIn, hacker rank offered by the company to enhance the leadership qualities.

2.Networking / References: Participating in company-organized events can help to build visibility and relationships with leaders and also help in learning about the current trending technologies. Attending networking events and connecting with working professionals can help to get valuable insights and guidance for career growth.

3.Certifications: Complete certifications aligned with the target role to enhance credibility. Use industry-recognized certifications and training courses aligned with career advancement goal to stand out among other candidates

DAMINI'S THREATS

A short introductory statement:

“While working toward clearing Wing1, there are several external challenges that may slow down my progress.”

Here are the key threats identified:

1. Time Constraints

- Managing daily work responsibilities along with preparation for Wing1 can be challenging.
- Lack of structured time for studying due to project deadlines or extra tasks.

2. Unpredictable Changes

- Sudden shifts in work schedules, like urgent deliverables or team changes, could interrupt my study plan.
- Risk of prioritizing work over preparation due to these changes.

3. Competition Among Colleagues

- Pressure to outperform others aiming for the same level upgrade might increase stress.
- Comparing progress with peers can demotivate if expectations are not met.

4. Personal Commitments

- Health concerns, family responsibilities, or personal obligations may impact focus and consistency in preparation.

STRATEGIC RECOMMENDATIONS

After conducting a SWOT analysis, recommendations indicate actionable plans based on the insights of the situation. Here are some recommendations which will help Damini in better achieving her short-term goals:

1.TimeManagement: Time management is a skill to be acquired and it needs practice. Thinking of the schedule and planning tasks ahead will help Damini achieve control over time.

2. Broaden scope of knowledge: Learning a little about everything will help Damini broaden her perspective over things and make informed decisions which in turn helps in improving her strategic thinking.

3. Establish relevance: Understanding the concepts properly and establishing relevance while learning will help Damini in memorizing them.

4.Try to be grateful: Progress is important but being grateful for what Damini already has will help her reduce overthinking and proceed in a peaceful way.

5.Compete with yourself: Instead of comparing with others, Damini can shift the focus on herself and work on being better than yesterday.

CONCLUSION

Using SWOT analysis, we can strategically leverage strengths, address weaknesses, seize opportunities, and mitigate threats to effectively achieve short-term goals. By focusing on internal strengths and aligning them with external opportunities, we can create a proactive action plan. Simultaneously, recognizing weaknesses and potential threats allows us to develop contingency strategies to overcome challenges leading to the successful accomplishment of short-term objectives.