

SWOT Analysis with Self-Introduction –

Part 1

Semester 2 - Advanced Communication and Interpersonal Skills

(03010002HM01)

Learning Objectives

By the end of the session, students will be able to:

- Understand the meaning and importance of SWOT Analysis.
- Identify their personal strengths, weaknesses, opportunities, and threats.
- Reflect on how self-awareness improves communication and interpersonal skills.
- Develop confidence in expressing personal and professional qualities.

Topics to be Covered

1. Introduction
2. Components of SWOT
3. Benefits of SWOT Analysis
4. Activity
5. Conclusion
6. Learning outcome

Introduction

- SWOT Analysis is a tool for **self-assessment** and **strategic planning**.
- It helps individuals understand their **current position** and areas for **growth**.
- Encourages **self-awareness, reflection, and personal development**.
- Useful for improving **communication, leadership, and employability skills**.

Components of SWOT

Internal Factors

Strengths – Qualities that give you an advantage (e.g., good listener, confident speaker)

External Factors

Opportunities – External situations that can be used for growth (e.g., workshops, internships)

Weaknesses – Areas needing improvement (e.g., stage fear, poor time management)

Threats – External challenges that may affect progress (e.g., competition, lack of exposure)

Benefits of SWOT Analysis

- Builds **self-awareness and clarity**.
- Helps in **goal setting and career planning**.
- Encourages **positive thinking and confidence**.
- Identifies areas to **improve communication and teamwork**.

Activity 1 – SWOT Worksheet Filling

- Distribute a **SWOT worksheet**.
- Students fill in 2–3 points for each quadrant (Strengths, Weaknesses, Opportunities, Threats).
- Encourage honest reflection.
- Ask volunteers to share one strength and one area of improvement.
- **Time:** 30 minutes

Activity 2 – Pair Discussion

- Students form pairs.
- Each partner shares one strength and one weakness.
- Discuss how they can **convert weaknesses into strengths**.

Time: 20 minutes

Conclusion

- SWOT Analysis is a foundation for **personal growth**.
- It helps build **confidence and direction**.
- Understanding oneself is the first step toward effective communication.

Learning Outcomes

By the end of the session, students will be able to:

- Define SWOT and its purpose.
- Identify personal strengths and weaknesses.
- Analyse opportunities and threats.
- Develop an action plan for self-improvement.
- Reflect on how self-awareness improves communication.

Thank You