

# **SWOT Analysis with Self-Introduction –**

## **Part 1**

**Semester 2 - Advanced Communication and Interpersonal Skills**

**(03010002HM01)**

# Learning Objectives

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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

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

# Introduction

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- 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

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## Internal Factors

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

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

## External Factors

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

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

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# 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

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- 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

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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