

## Example Personal SWOT Analysis

This is a sample academic SWOT analysis, which may be useful to help you focus when you come to write your own SWOT.

Strengths	Weaknesses
<p>I have good inter-personal skills</p> <p>I have a great degree (first)</p> <p>I have good critical / analytical skills, as demonstrated by my result!</p> <p>Strong language / writing skills</p> <p>Communication skills</p> <p>I have plenty of advice work experience through working in the SU</p> <p>Good with public speaking</p>	<p>Little relevant work experience</p> <p>I suffer from procrastination (bad concentration / attention span)</p> <p>I have no useful work-placement experience</p> <p>I lack stress management skills</p> <p>I am poor at dealing with conflict</p> <p>Despite what people might think I am low in confidence and self-esteem</p>
Opportunities	Threats
<p>I have accepted a job at The Alzheimer's Society, a leading UK care and research charity. I think this will be great experience and may help me focus on what I want to do in the rest of my career</p> <p>Eventually I could go on and study a PhD.</p> <p>I have been offered a bursary through NTU which I could accept.</p> <p>I have been offered teaching experience, which would be good experience if I decided to go down the academic route</p>	<p>Life is expensive! You really do need to make money to make a decent living.</p> <p>For the PhD I would like to do, I would need to find a supervisor nearby or I would have to move or do a lot of travelling</p> <p>Many jobs that give you the right experience (e.g. placements / internships) want you to work for free, which is very difficult when trying to get by and the jobs can take up a lot of time).</p>

## Personal SWOT Analysis Tips

When completing your Personal SWOT analysis, you may find the following prompts useful:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- What <b>skills or experience</b> do you already possess?</li> <li>- Give <b>examples</b> of how you have <b>used your skills</b>, perhaps through activities you have been involved with, through a part-time job, etc.</li> <li>- What do you <b>do well</b> already?</li> <li>- What do <b>other people</b> see as being your strengths?</li> <li>- Consider these from your <b>own point of view</b> and from the point of view of the <b>people who know you</b>.</li> <li>- Don't be modest - <b>be realistic</b>.</li> </ul>	<ul style="list-style-type: none"> <li>- What <b>areas of your development</b> could you improve on?</li> <li>- Do you <b>lack experience</b> that you may need for your long term career?</li> <li>- What do you <b>sometimes do poorly</b>?</li> <li>- Is there anything you should <b>avoid</b>?</li> <li>- Do your <b>friends or family</b> think you have weaknesses that you do not agree with?</li> <li>- If so, <b>why do they think that</b>?</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- What activities and opportunities are available to you in your <b>learning and development</b>?</li> <li>- Consider the <b>events and other student and graduate</b> areas of the NTU Careers website.</li> <li>- Consider the <b>networking opportunities</b> that will be available to you, for example at NTU Careers and course events. How will you make best use of these?</li> <li>- One way to look at opportunities is to consider your <b>strengths</b> and ask yourself whether these open up any opportunities. Alternatively, look at your <b>weaknesses</b> and ask whether you could find opportunities to eliminate them.</li> </ul>	<ul style="list-style-type: none"> <li>- What <b>obstacles</b> do you face to getting involved in other activities?</li> <li>- Are there any <b>financial issues, geographical barriers or time constraints</b> imposed by other commitments?</li> <li>- Could any of your weaknesses <b>seriously threaten your opportunities</b> whilst at University or when looking for employment? If so what are they?</li> <li>- Do you have <b>past experience of trying and failing</b> to achieve your goals? How could this affect you? <b>What can you learn</b> from this experience?</li> </ul>