**What is swot analysis**

**A strategic planning technique used to**

1. **identify strength weaknesses, opportunities and threats.**
2. **Strength internal positive attributes**

**WSOT Components**

1. **Weaknesses: internal areas for improvement.**
2. **Opportunities: external factors that can be leveraged.**
3. **Threats: external challenges or obstacles.**
4. **Strength is something which makes you brave.**

**Why use SWOT for Career Planning?**

1. **Fain self-awareness.**
2. **Identify areas for improvement.**
3. **Recognize external factor affecting your career.**
4. **Make informed decision about you jog search and career path.**

**Personal SWOT Analysis**

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