

# **Self-Development and Assessment:SWOT Analysis**

**Sem-4 Professional Grooming & Personality  
Development (303193252)**

# Learning Objectives

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

- Define SWOT and its four components.
- Explain the purpose of SWOT analysis.
- Demonstrate how to perform SWOT analysis step by step.
- Apply SWOT to real-life personal and professional contexts.

# Topics to be Covered

- 1.Introduction
- 2.What is SWOT
- 3.Purpose
- 4.Steps
- 5.Example
- 6.Activity
- 8.Conclusion
- 9.Learning outcome

# What is SWOT Analysis?

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- Strengths: Internal positive qualities.
  - Weaknesses: Internal limitations.
  - Opportunities: External factors to explore.
  - Threats: External risks or challenges.
- SWOT helps in strategic planning, career assessment, and organizational analysis.

**S**

**Strengths**

What are your personal internal strengths that you can lean on to help you achieve your goals?

**W**

**Weaknesses**

What are your personal internal weaknesses that you need to work on to achieve your goals?

**O**

**Opportunities**

What external opportunities such as resources, people, or training can you take advantage of to help you to achieve your goals?

**T**

**Threats**

What external threats such as upcoming obstacles or contextual factors can you predict and mitigate to ensure you reach your goals?

# Purpose of SWOT Analysis

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- To assess the current position of an individual or organization.
- To identify areas of improvement.
- To align strengths with opportunities.
- To manage risks and overcome weaknesses.

# When SWOT is Required

- Before starting a new project or job.
- During career or academic planning.
- While launching a product or business.
- For self-development and goal setting.
- During performance review or strategy update.

# Steps to Conduct SWOT Analysis

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- Identify internal Strengths and Weaknesses.
- Identify external Opportunities and Threats.
- Analyze the connections (e.g., how strengths can reduce threats).
- Create an Action Plan for improvement and growth.
- Review regularly and update based on changes.



# Example – Personal SWOT Analysis (Student)

- Strengths – Good communication, teamwork, leadership.
- Weaknesses – Poor time management, procrastination.
- Opportunities – Internship programs, skill workshops.
- Threats – Competition, changing job trends.

## Example – Organizational SWOT (Apple Inc.)

- Strengths – Strong brand, loyal customer base.
- Weaknesses – High product prices.
- Opportunities – Growth in emerging markets.
- Threats – Intense competition, imitation.

# Example – Career Growth SWOT

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- Strengths – Technical knowledge, creativity.
- Weaknesses – Lack of public speaking experience.
- Opportunities – Networking, training sessions.
- Threats – Automation, limited job openings.

# Activity

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## **Activity: Create a SWOT for a Known Brand**

### **Objective:**

Help students apply SWOT analysis by evaluating a familiar company.

### **Steps:**

**Divide into Small Groups** (3–5 students each).

**Assign or Let Groups Choose a Brand**

(e.g., McDonald's, Apple, Nike, Netflix).

- **Each Group Creates a SWOT Chart:**
  - **Strengths** – What makes the brand successful?
  - **Weaknesses** – Where could it improve?
  - **Opportunities** – New markets, trends, or tech?
  - **Threats** – Competitors, changing customer needs?

- **Present & Discuss:**

Each group presents their SWOT to the class.

- **Reflection Questions:**

- What surprised you in your analysis?
- How can companies use SWOT to plan ahead?

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- *Background:*
- McDonald's Corporation is one of the world's largest and most recognized fast-food chains, serving over 69 million customers daily across more than 100 countries. Known for its burgers, fries, and speedy service, McDonald's relies heavily on its global franchise model.

- *Context*

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- In recent years, McDonald's has faced increasing pressure from health-conscious consumers, changing dietary trends, and rising operational costs. At the same time, the company has been innovating through digital ordering, delivery partnerships, and menu adjustments. The management is considering a new strategy to retain market leadership and adapt to evolving consumer preferences.



- *Task:*
- As a business consultant, you are asked to perform a SWOT Analysis of McDonald's to guide strategic planning. Use the facts provided and your own insights.

# SWOT Analysis

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- **Strengths:**
- Global brand recognition
- Large franchise network
- Consistent service and menu worldwide
- Strong marketing and advertising power
- Advanced logistics and supply chain

# Weaknesses:

- Public image linked to unhealthy food
- High employee turnover
- Dependency on franchisees for quality control
- Limited menu diversity in some markets
- Past criticism for labor practices

# Opportunities:

- Growing demand for plant-based and healthy food
- Tech-driven ordering and personalization
- Expansion in developing markets
- Eco-friendly packaging and sustainability programs
- Strategic partnerships (e.g., Uber Eats, DoorDash)

# Threats:

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- Rising competition from fast-casual brands (e.g., Chipotle)
- Regulatory pressure on health, wages, and environment
- Shifts in consumer behavior toward local or organic food
- Fluctuating commodity and labor costs
- Reputational risk from social media and lawsuits

# Discussion Questions:

- How can McDonald's turn its weaknesses into strengths?
- Which opportunities should it prioritize for the next 5 years?
- How can McDonald's address threats like the healthy eating trend?
- What role does innovation play in staying competitive?

# SWOT Analysis: Taylor Swift

## Strengths

- **Musical Versatility:** Successfully transitioned across genres (country, pop, indie, alternative).
- **Strong Songwriting Skills:** Acclaimed for deeply personal and relatable lyrics.
- **Massive Fanbase:** Loyal global following (“Swifties”) ensures sustained popularity.

# Strength

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- **Business Acumen:** Re-recording of her old albums (Taylor's Versions) is a strategic power move for ownership and revenue.
- **Brand Partnerships:** Collaborations with major brands (e.g., Apple, Coca-Cola) add to her marketability.
- **Cultural Influence:** Recognized as a feminist voice and advocate for artists' rights.



# Weaknesses

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- **Overexposure:** Constant media attention can lead to public fatigue or backlash.
- **Polarizing Public Image:** While beloved by many, her outspoken views have drawn criticism from some.
- **High Expectations:** Every new release is under intense scrutiny from fans, critics, and media.
- **Personal Life in Spotlight:** Relationships and feuds often become tabloid headlines, distracting from her work.

# Opportunities

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- **Global Touring:** Record-breaking Eras Tour boosts visibility and revenue.
- **Film & TV:** Potential to expand further into directing, producing, or acting (she's directed short films and may explore more).

- **Social Impact & Philanthropy:** Can leverage influence for social justice and charitable causes.
- **New Ventures:** Opportunities in fashion, publishing (autobiography or poetry), or tech (apps, platforms).

# Threats

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- **Media Controversies:** Social media misinterpretations or old controversies can resurface.
- **Competitive Industry:** Newer artists and evolving trends could impact dominance.
- **Health & Burnout:** Demanding schedule from touring, creating, and promoting can take a toll.
- **Intellectual Property Issues:** Despite re-recordings, music rights and licensing can still pose challenges.

# Using SWOT Results

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- Develop personal development plans.
- Match strengths with external opportunities.
- Convert weaknesses into learning goals.
- Create proactive strategies to manage threats.

# Assessment

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## Formative Assessment:

- SWOT Worksheet activity (individual reflection).
- Peer discussion and feedback session.

## Summative Assessment:

- Submission of personal SWOT report with action plan.

# Engagement Strategies

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- Interactive Activity: Students create their own SWOT chart.
- Group Discussion: Compare SWOT analysis of different industries.
- Case Study: SWOT of a popular brand.
- Role Play: Using SWOT for career interviews.

# Self-Reflection

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Ask students to take 5–10 minutes to reflect on their personal, academic, and professional traits. Encourage honest and constructive self-evaluation.

Prompt them with guiding questions such as:

- What are you naturally good at?
- What skills do you need to improve?
- What upcoming opportunities could help your career?
- What obstacles or challenges do you face?



# Creating the SWOT Chart

Students draw a **4-quadrant chart** on paper or fill in a provided template:

<b>Strengths</b>	<b>Weaknesses</b>
(List personal strengths)	(List areas of improvement)

  

<b>Opportunities</b>	<b>Threats</b>
(List external opportunities)	(List potential challenges)

# Sharing and Discussion

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- Students share one key insight from their SWOT chart with the class or in small groups.
- The instructor facilitates a discussion, highlighting how understanding one's SWOT can guide **career planning, decision-making, and goal setting**.
- Constructive feedback is provided by peers and the instructor to promote mutual learning.

# Action Planning

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Once the SWOT chart is completed, students develop a **Personal Action Plan** by answering:

- How can I use my strengths more effectively?
- What steps can I take to overcome my weaknesses?
- Which opportunities can I pursue in the next 6 months?
- How can I minimize or manage my threats?

This reflection turns the SWOT chart into a practical development tool.

# References

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- MindTools. (2024). SWOT Analysis – How to Develop a Strategy for Success.
- Harvard Business Review – Using SWOT in Business Strategy.
- Robbins, S.P., & Judge, T.A. (2022). Organizational Behavior.
- Canva Education Templates – Visual SWOT Charts.

# Video Links

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1. SWOT Analysis Explained –

<https://www.youtube.com/watch?v=GNXYI10Po6A>

2. Personal SWOT Analysis for Career Planning –

<https://www.youtube.com/watch?v=3Tv0A1K3w2E>

3. How to Use SWOT for Business Success –

<https://www.youtube.com/watch?v=0i6Yv0xDczA>

# Video Links

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4. SWOT Analysis in Real Life – Case Studies –

<https://www.youtube.com/watch?v=yuw1Z5yD4G8>

5. Developing Self Awareness through SWOT –

<https://www.youtube.com/watch?v=KMEeXhHjbdE>

# Learning Outcomes

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

- Identify Strengths, Weaknesses, Opportunities, and Threats.
- Conduct a structured SWOT analysis.
- Interpret findings for strategic decisions.
- Use SWOT as a lifelong self-assessment tool.

# Conclusion

- SWOT Analysis helps identify **strengths, weaknesses, opportunities, and threats** effectively.
- It enhances **self-awareness** and supports **strategic decision-making**.
- Encourages **goal-oriented planning** and continuous improvement.
- Assists in **adapting to changes** and building on competitive advantages.



# Conclusion

- Promotes a **proactive and analytical mindset** for personal and professional growth.
- Acts as a **foundation for long-term success and sustainable development.**

Thank You