

Module:2	Introducing Oneself	4 hours
Speaking: Individual Presentations		
Activity: Self-Introductions, Extempore speech		
Web resource: https://youtu.be/PB0tnyt7BP4 - How to carry out a personal SWOT ?		

Speaking -- Self-Introduction Using SWOT **HOW TO CONDUCT A PERSONAL SWOT ANALYSIS**

SWOT can help people become the best versions of themselves, said Marlo Zarka, a certified professional coach. When conducting a personal SWOT analysis, think about what you want out of it. Do you want a new job or a new achievement in your current position? Are you looking for personal growth, or want to try something new? To conduct the analysis, ask yourself questions about each of the four areas being examined. **Honesty is crucial**, or the analysis will not generate meaningful results. With that in mind, try to see yourself from the standpoint of a colleague or a bystander, and view criticism with objectivity. It's also important to imagine the potential of what you can become, noted Caroline Smith, a copywriter at Centrica. "Don't limit yourself to the strengths that you're currently exhibiting in your job," said Smith. "List all of your strengths, even the ones that have been dormant for a while. And pay particular attention to the things that you have that your peers don't — how are you different, unique and special?"

SWOT QUESTIONS TO ASK YOURSELF

To make a SWOT worth the time, you need to set aside the time to really think about, answer, then sleep on it and revisit it. You won't think of everything all in one sitting, and that question or answer that percolated in your brain overnight might be the most relevant and revealing insight in the entire exercise.

STRENGTHS: These are the traits or skills that set you apart from others.

- What are you good at naturally?
- What skills have you worked to develop?
- What are your talents, or natural-born gifts?
- What advantages do you have that others don't have (for example, skills, certifications, education, or connections)?
- What do you do better than anyone else?
- What personal resources can you access?
- What do other people (and your boss, in particular) see as your strengths?
- Which of your achievements are you most proud of?
- What values do you believe in that others fail to exhibit?
- Are you part of a network that no one else is involved in? If so, what connections do you have with influential people?

Tip: Think about your strengths in relation to the people around you. For example, if you're a great mathematician and the people around you are also great at math, then this is not likely to be a strength in your current role – it may be a necessity.

WEAKNESS: This part examines the areas in which you need to improve and the things that will set you back in your career.

- What are your negative work habits and traits?
- Does any part of your education or training need improving?
- What would other people see as your weaknesses?
- What tasks do you usually avoid because you don't feel confident doing them?
- What will the people around you see as your weaknesses?
- Are you completely confident in your education and skills training? If not, where are you weakest?
- What are your negative work habits (for example, are you often late, are you disorganized, do you have a short temper, or are you poor at handling stress)?
- Do you have personality traits that hold you back in your field? For instance, if you have to conduct meetings on a regular basis, a fear of public speaking would be a major weakness.

OPPORTUNITIES: (look at the external factors you can take advantage of to pursue a promotion, find a new job or determine a career direction.)

Questions to examine include:

- What is the state of the economy?
- Is your industry growing?
- Is there new technology in your industry?
- What new technology can help you? Or can you get help from others or from people via the internet?
- Is your industry growing? If so, how can you take advantage of the current market?
- Do you have a network of strategic contacts to help you, or offer good advice?
- What trends (management or otherwise) do you see in your company, and how can you take advantage of them?
- Are any of your competitors failing to do something important? If so, can you take advantage of their mistakes?
- Is there a need in your company or industry that no one is filling?
- Do your customers or vendors complain about something in your company? If so, could you create an opportunity by offering a solution?
- You might find useful opportunities in the following:
 - Networking events, educational classes, or conferences.
 - A colleague going on an extended leave. Could you take on some of this person's projects to gain experience?
 - A new role or project that forces you to learn new skills, like public speaking or international relations.
 - A company expansion or acquisition. Do you have specific skills (like a second language) that could help with the process?

THREATS: This part accounts for the external factors that could hurt your chances to attain your goals.

- Is your industry contracting or changing directions?
- Is there strong competition for the types of jobs for which you are best suited?
- What is the biggest external danger to your goals?
- What obstacles do you currently face at work?
- Are any of your colleagues competing with you for projects or roles?
- Is your job (or the demand for the things you do) changing?
- Does changing technology threaten your position?
- Could any of your weaknesses lead to threats?

DETERMINE THE OUTCOMES

You can evaluate your results using two popular methods. **The first is matching.** Matching means connecting two of the categories to determine a course of action. For example, **matching strengths to opportunities** shows you where to be aggressive and take action. On the other hand, **matching weaknesses to threats** exposes those areas you should work on or situations to avoid, and lets you know where to be more defensive of your position. **The second is to convert is to turn negatives into positives** — in other words, **converting your weaknesses into strengths, or threats into opportunities.** This can mean growing a skill set through education or finding a creative way to feature a weakness as a strength. For instance, if you are very outgoing, working in an introspective and isolated environment may not suit you very well. But if you can work toward a position, such as sales, in which you interact with many people, that weakness turns into a strength and could allow you to excel.

TAKE ACTION

Once your personal SWOT analysis is complete, it is crucial to follow through on the insights you uncovered. SWOT analysis can fail to be effective if it is simply treated as a 'laundry list,' without any tie-in to how the elements identified in the analysis can be put into play for the individual carrying out the assessment," Zarka said. "For example, how can the identified strengths move the needle in the endeavour to achieve a key goal? Or how can one navigate a potential threat once it is identified ... to ensure no ground is lost?" "The best outcome is to take action and succeed in the opportunities you have identified," Smith added. "This can benefit you on a personal and professional level, and set you apart from your peers and colleagues." Once you start using your results, track your progress.

***Set up measurements and milestones and keep working toward them.
Step by step, little by little, you will get where you want to be, so get started now!***