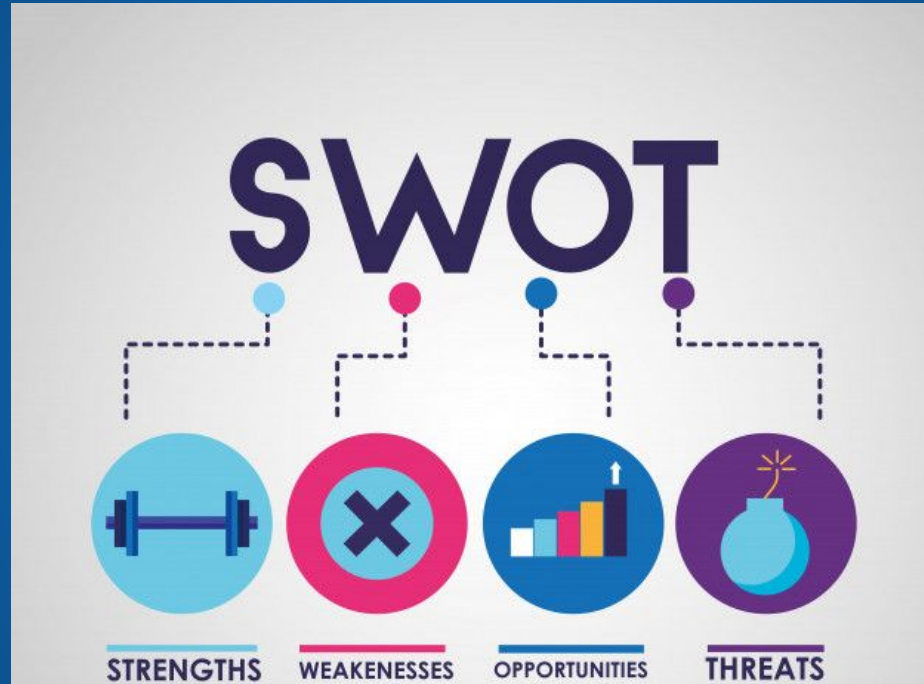


Communication Skills For Professionals

Lecture Series by Dr. Mahim Sharma

Lecture 7 :
SWOT and Johari
Window

SWOT



SWOT

INTERNAL

STRENGTHS

What am I great at?

WEAKNESSES

What do I need to work on?

EXTERNAL

OPPORTUNITIES

What am I best suited for?

THREATS

What stands in my way of success?

FAVORABLE

UNFAVORABLE

SWOT

“Looking at the quadrants together can be a creative way to think about where you are in your career and the directions you could take” --Christie

Job Seekers must be honest for each area otherwise the analysis will not be effective in gaining the results that are sought

Try to see yourself from the standpoint of a colleague or a bystander, and view criticism with objectivity

Strengths

Job Factors

What do you think you are great at?

What do others say you are great at?

What do you love to do?

What experience do you have?

What are your Credentials?

Competencies

Why do people like you?

What do you like about yourself?

What makes you unique?

What dynamic qualities do you have?

Strengths

Questions You Must Include

What do you do better than others in varied situations and circumstances?

What positive traits do you have that are indispensable in a desired candidate?

How strong is your network of connections and your knowledge of the field?

What do others see as your strengths?

What resources of information are you familiar with?

Weaknesses

Job Factors

What do you struggle with?

What are other people better at?

Are you lacking the experience?

Are you unprepared with information?

Do you have the right credentials?

Competencies

What is your Achilles heel?

What do people complain about you?

When do you struggle the most?

What shakes your confidence?

Weaknesses

Questions You Must Include

What are your negative work habits and traits?

Does any part of your education or training need improvement?

What would other people see as your weakness?

What negative feedback about personality or work habits have you received?

What aspect of your attitude towards life is hindering your positive approach?

Opportunities

Learnt something new

Few Competitors

New trends in the market

Emerging Need

Social Networking

Changing Trends

Opportunities

Questions You Must Include

What is the state of Economy?

Was an Opportunity missed due to the social constraints or risk of security?

Is there any significant advancement in your industry that you can exploit?

Is there any technology that can advance your approach in the future?

Is a new position in the company offering you more opportunity?

Threats

Emerging Competitors

Changing Regulatory
Environment

Changing Customer
Attitude

Work/ Life Balance

Altering Market Needs

Professional Standards

Threats

Questions You Must Include

Is your Industry contracting or changing directions?

Is there strong competition for the types of jobs for which you are suited?

Are your Weaknesses coming in your way of promotions in your company?

Are there new professional standards that you cannot meet?

Is there any new technology that can hurt of chances of finding job?

Examples

 **UPer Crust Pies** SWOT Analysis

S Strengths <p>Location: Our first location downtown will draw in visitors and downtown shoppers.</p> <p>Uniqueness: We stand out as a unique alternative to fast food and we offer consistently high-quality food in a distinctive atmosphere.</p> <p>Strong management: We have assembled a team that embraces different disciplines with expertise in all areas of the business.</p>	W Weaknesses <p>Lack of capital: All startup funds will come from loans and investors.</p> <p>Lack of reputation: We haven't established ourselves as reputable meat pie provider yet.</p>
O Opportunities <p>Area growth: Yubtchatown is growing by 8.5% annually.</p> <p>Working families with children: This is a growing population, both in numbers and in their choice of convenient foods. Two-income families have less time to prepare a meal.</p>	T Threats <p>Competition: One competitor sells similar pies, and has loyal customers as well as a relationship with businesses that regularly buy from them.</p> <p>Being unprepared for opening numbers: Initial poor service or product quality could discourage customers from returning.</p>

Examples

S Strengths

Experiences: Our execs have decades of experience with plastics, engineering, and successful startups.

Relationships: The company has excellent relationships with firms that collect and distribute PET bottles.

Location: There are no other PET recyclers in the Western U.S. area. Suppliers have expressed that they would rather work with a local recycler

W Weaknesses

High startup costs: The very high costs of opening a PET plant will require investments and loans.

Construction time: The recycling and extrusion facility must be built before we can begin processing plastic.

O Opportunities

Major facility expansion: The initial PET recycling facility will have a capacity of 46 million pounds, but the current annual stock of recyclable bottle material in CA, OR, and WA is more than 2000 lbs.

R&D: Potential for other uses of PET recycling by-product.

T Threats

Environmental protection standards: Whenever the government regulations are updated, we need to develop technically and economically feasible recycling solutions that meet the standards.

Material scarcity: Our business model is PET-dependent. If use of PET bottles declines or becomes obsolete, we will lose our supply.

Johari Window

A model of Self Awareness, Personal Development and Group Development

Improves Communication, Interpersonal relations and Team growth

Developed by American Psychologists Joseph Luft and Harry Ingham in the 1950s

Represents information from four perspectives giving us a deep insight

Manner of showing how much you know about yourself and how much others know

Johari Window

	Known to Self	Not known to Self
Known to others	<ul style="list-style-type: none">• Adaptable• Calm• Logical <p>Arena</p>	<ul style="list-style-type: none">• Confident• Knowledgeable• Independent <p>Blind Spot</p>
Not Known to others	<ul style="list-style-type: none">• Idealistic• Sensitive• Sensible <p>Facade</p>	<ul style="list-style-type: none">• Shy• Spontaneous• Bold <p>Unknown</p>

Thank You