UNDERSTANDING SELF:

PERSONAL SWOT ANALYSIS

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SWOT Analysis

– **What?**

– **Why?**

– **How?**

What is SWOT?

Strengths

Weaknesses

Opportunities

Threats

What is a Strength?

An
internal resource
or capability
helpful to achieve
the desired goals.

What is a Weakness?

An internal **barrier** to achieve the desired goals.

What is an Opportunity?

An
external situation
that could provide
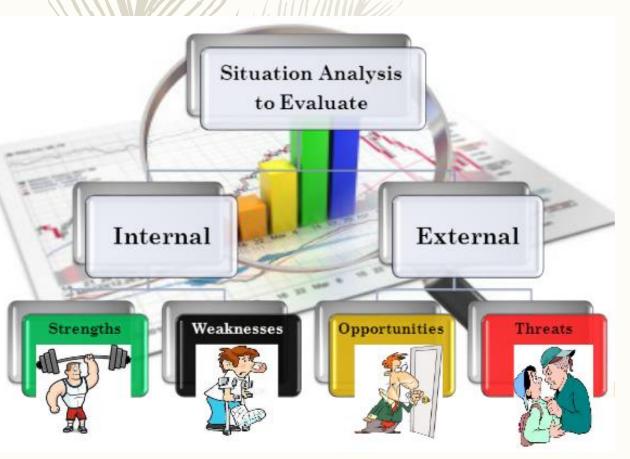**a competitive
advantage.**
(if properly leveraged)

What is a Threat?

An
external situation
which could
damage your scope
for attaining
objectives.

What is SWOT analysis

A situation analysis tool

for evaluating

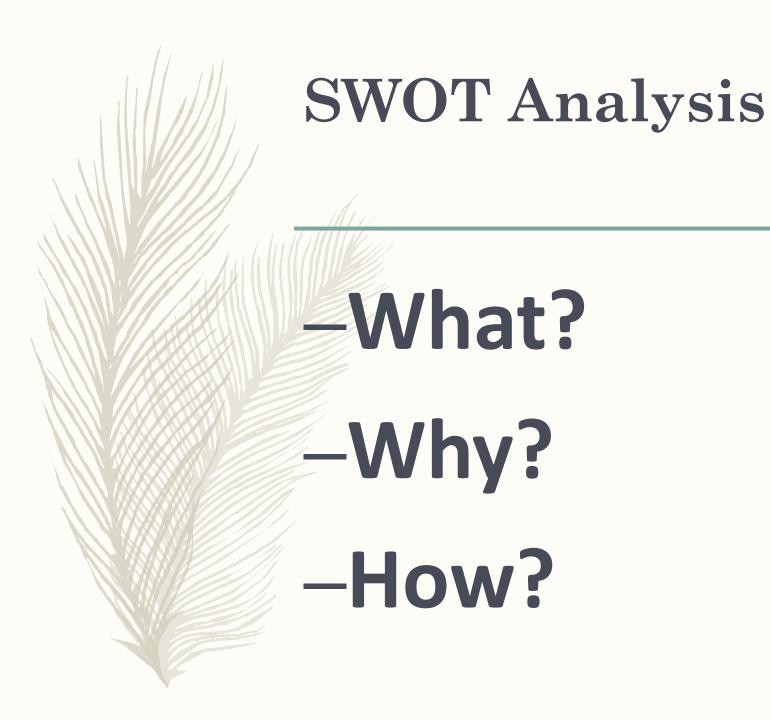internal **strengths and weaknesses**;
and for examining

external **opportunities and threats**

for better decision making and
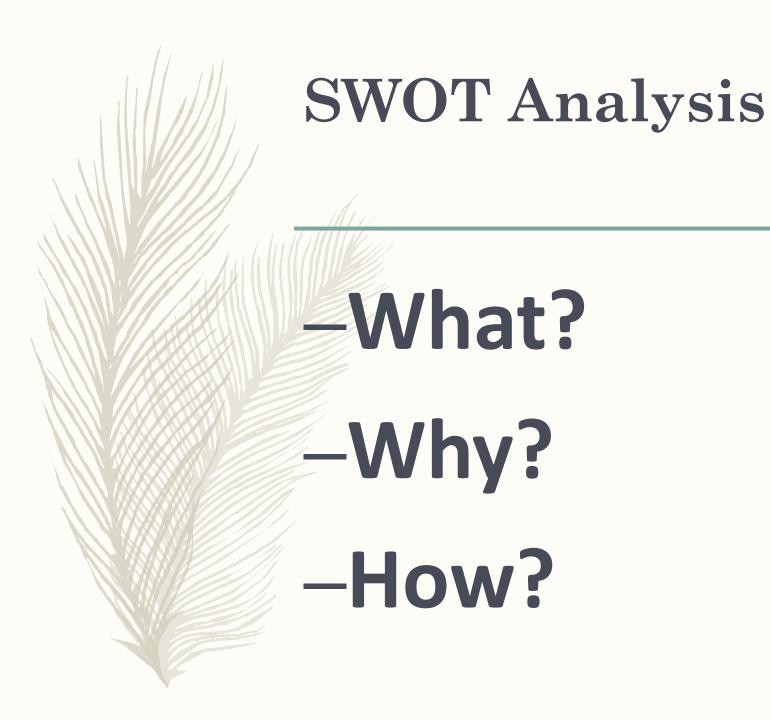
for competitive advantage.

Exercise 01:

Categorize following facts related to a school under Strengths, Weaknesses, Opportunities, and Threats.

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1. Having experienced and skilled teaching staff **S**

2. New school is opening in the area **T**

3. Outside community think that the facilities available in the school are old **T**

4. The school is a relatively small school **W**

5. Because of limited facilities available, it is hard to attract staff members **W**

6. Growing parent's interest about the increasing student pass rates **O**

7. Possibility of expanding school premises on adjacent land **O**

8. Maintaining good relationship with the community **S**

SWOT Analysis

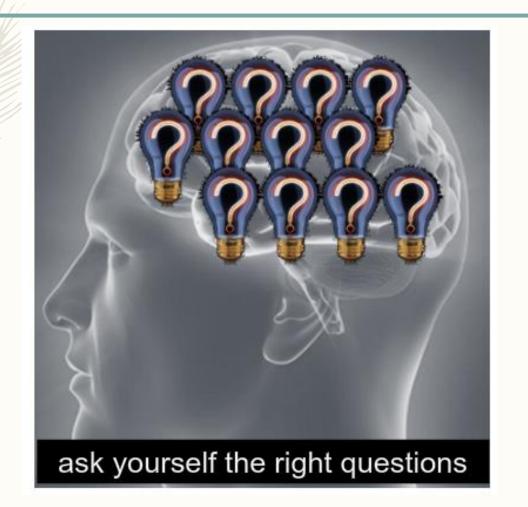- **What?**
- **Why?**
- **How?**

Why SWOT Analysis?

– to capitalize on strengths

– to overcome weaknesses

– to exploit opportunities

– to survive threats

– to be pro-active

– to take better decisions

SWOT Analysis

- What?
- Why?
- How?

How to conduct a **personal** SWOT

ask yourself the right questions

Strengths Analysis:

– What are your unique skills/qualifications?

– What do you do better than anyone else?

– What unique resources can you access?

– Why do people praise you?

– What achievements are you proud of?

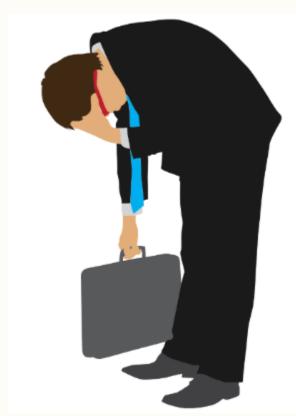– What values do you believe in?

Typical Strengths

- Knowledgeable
- Healthy
- Enthusiastic
- Adaptable
- Organized
- Articulate
- Competitive
- Considerate
- Observant
- Careful
- Imaginative
- Practical

- Persistent
- Focused
- Cooperative
- Creative
- Trustworthy
- Honest
- Artistic
- Sympathetic
- Cheerful
- Intelligent
- Unbiased
- Open minded

- Optimistic
- Responsible
- Self-confident
- Friendly
- Balanced
- Energetic
- Witty
- Courageous
- Skilled
- Persuasive
- Computer savvy

Weaknesses Analysis:

– What skills/knowledge do you lack?

– What skills could you improve?

– What do you avoid doing?

– What do others see as your weaknesses?

– What resources are you deficient in?

– What are your negative work habits?
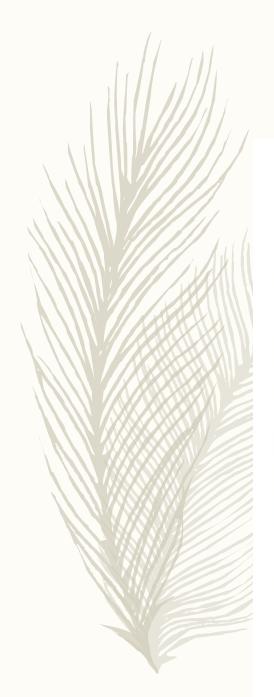
– What personality traits hold you back?

Beating Weaknesses:

Successful people get up every time they fail.

- Were successful people always successful in all they did?

- Did success come to them quick and easy?

- The road to success is never an easy one.

- There are several obstacles. Be prepared to fall. Rise every time you fall.
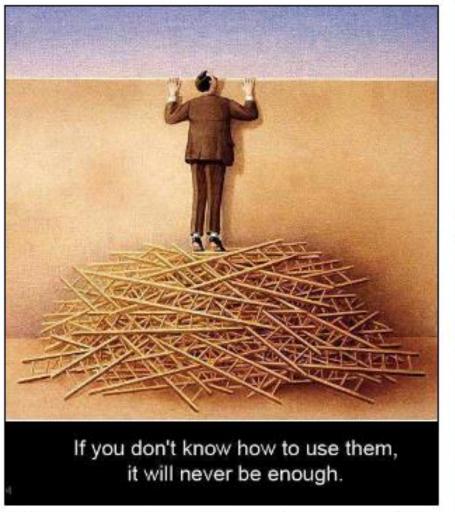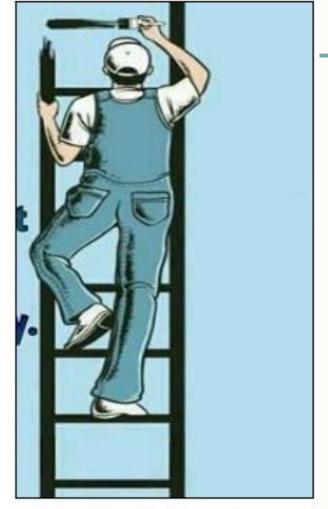
Opportunities Analysis

– What opportunities to learn are open?

– What situations can you take advantage of?

– Do you have people to help/advise you?

– What others' failures can you exploit?

– Have you any solutions to others' complaints?

– Is there an unfilled need around you?

Leveraging Opportunities

If you don't know how to use them, it will never be enough.

If opportunity does not knock, build a door.

Threats Analysis

– What obstacles do you currently face?

– What are your competitors doing?

– Is the demand for your strengths declining?

– What trends could harm your interests?

– What threats arise from your weaknesses?

Threats Analysis

Ships in harbor are safe, but that's not what ships are built for.

Threats are *Opportunities in Disguise*

DON'T QUIT

Exercise 2

– Think & list your Strengths, Weaknesses, Opportunities, and Threats

– Form pairs

– Describe to your partner

– Share with class

Sample personal SWOT analysis

Strengths
- Unique style
- Great with people
- Strong composition with photos
- Great w/ ambient light
- Marketing background

Weaknesses
- Need to improve on directional lighting
- No advertising knowledge
- Don't know how to find new clients

Opportunities
- No one else shoots with my style
- I can provide a unique photo album to clients
- There is room in the market for me

Threats
- Lots of competition
- Photographers already dominate the market
- Hipsters