

# University of Human Development



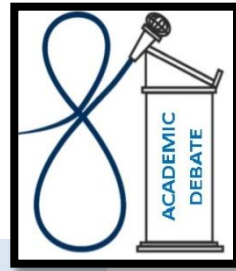
## Academic Debate

### CHAPTER 6

### SWOT Analysis

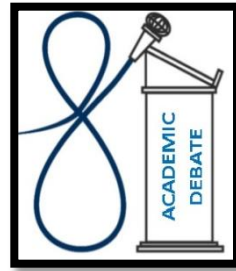
**Strengths, Weaknesses,  
Opportunities, and Threats**

# Presentation Outline



- What is **SWOT** Analysis?
- **SWOT** for Personal Development
- Why **SWOT** ?
- **SWOT** Tips
- Sample layout-idea of **SWOT** analysis
- How to start?
- know your Strengths, Weaknesses, Opportunities & Threats
- Examples of **SWOT**
- Write your own **SWOT**
- Create your Personal **SWOT** analysis
- The next step

# SWOT for Personal Development

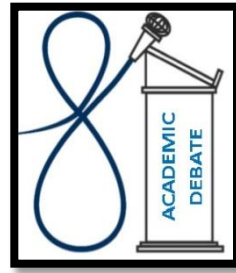


**Do a job you love, and you will never have to work  
a day in your life“**

**Chinese philosopher, Confucius**

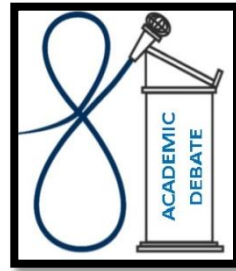


# What is **SWOT** Analysis



- **SWOT** Analysis is a useful technique for understanding your **Strengths** and **Weaknesses**, and for identifying both the **Opportunities** open to you and the **Threats** you face.

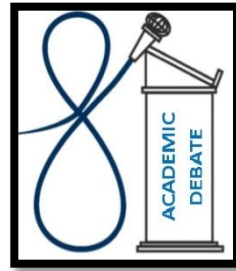
# SWOT for Personal Development



- Personal development is an essential step
- People apply many different tactics to stand-apart
- **Self-analysis** is complicated , but, it plays a significant role **in personal progress.**
- Individuals often perform the **SWOT** analysis

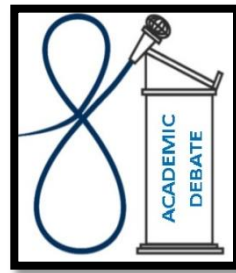


# SWOT for Personal Development



- **SWOT** created by some business experts 1960s.
- Even though **SWOT** was originally used for business, it can help assess individuals.
- **SWOT** is seen as an analytical framework to help one facing great challenges.
- You can use it to **assess yourself, compare yourself** against your peers/competitors and also **use it to find career** growth opportunities.
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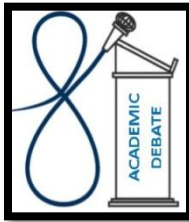
# Why SWOT ?



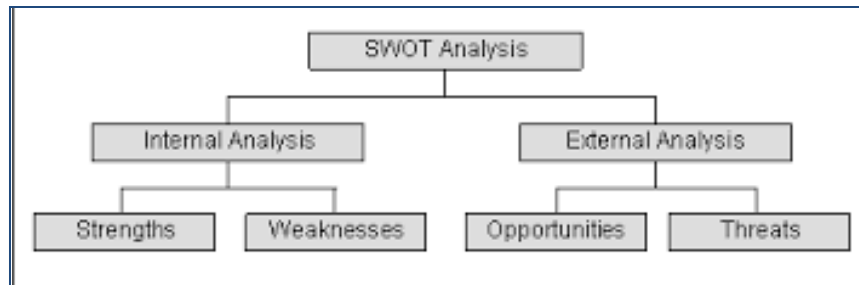
- **SWOT** Analysis can be used in:
  - a business context, it helps you to improve your market.
  - can also be used in a **personal context** , it helps you develop your career in a way that takes best advantage of your talents, abilities and opportunities



# SWOT Tip:

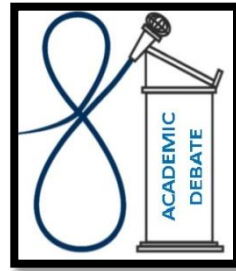


- **Strengths** and **weaknesses** are often internal to you and your organization
- While **opportunities** and **threats** generally relate to external factors.
- For this reason, **SWOT** is sometimes called Internal-External Analysis and the **SWOT** Matrix is sometimes called an **IE** Matrix.





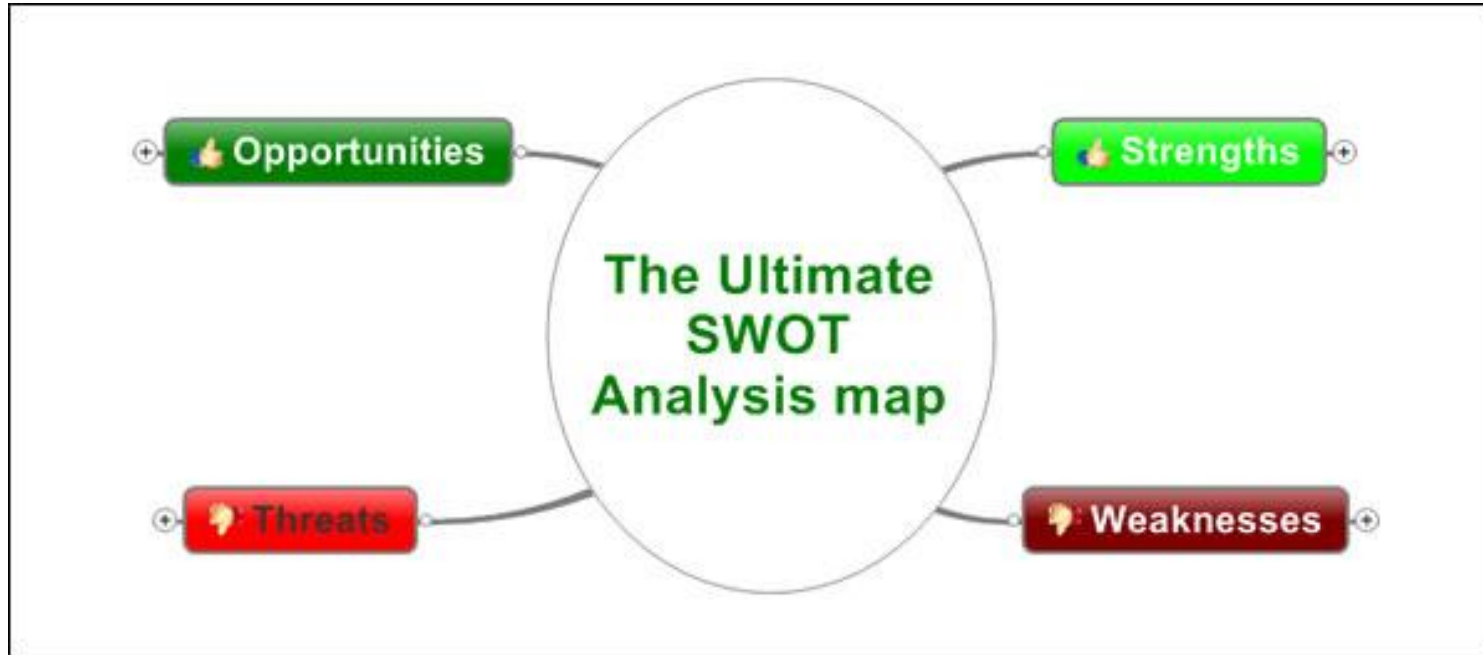
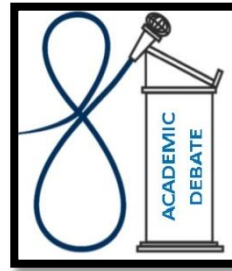
# Sample layout-idea of SWOT analysis



- ◎ You can list internal and external opposites side by side.

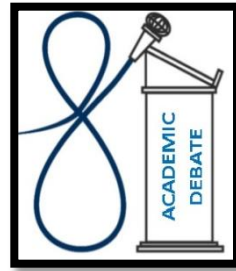
Internal		External	
Strengths	Weaknesses	Opportunity	Threats

# How to start?



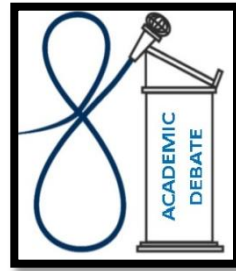
- To help you carry out your analysis, write down answers to the following questions.

# SWOT : know your Strengths



- The first step, list down your strengths. Consider your strengths as you see them and talk to your colleagues and friends for a further source of support.
- **Here are few questions to ask yourself when filling this part.**
  - What skills and capabilities do you have?
  - In what areas do you do extremely well?
  - What qualifications, accreditations or experience make you unique?
  - What would other people consider to be your strengths?
  - What qualities, values or beliefs make you stand out from others?

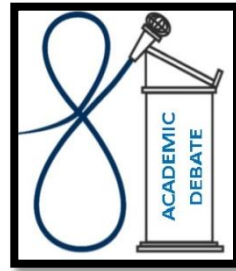
# SWOT : Strengths Examples



- Things You Are Good at
- Education
- Technical Expertise
- Transferable Skills
- Work Experience, Knowledge
- Personal Unique Characteristics
- Resources
- Geographical Location
- Quality, Reputation
- Flexibility
- Good networking contacts



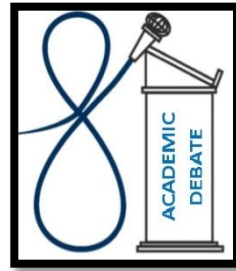
# SWOT : know your Weaknesses



Identifying weaknesses is the best way to improve them. Consider your personal weaknesses and how you may be seen by others. It is important to list any areas you feel may be holding you back. Ask yourself these questions when filling this.

- What are the gaps in your capabilities and what skills do you need to develop?
- In what areas could you improve?
- What would other people consider to be your weaknesses?
- What personal difficulties do you need to overcome to reach your goal?
- Do you have bad habits ? For example frequently getting late, poor communication skills, indifferent time reporting etc.

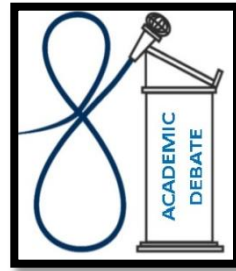
# SWOT : Weaknesses Examples



- Things you need to improve
- Lack Of Work Experience
- Limited Education
- Limited Technical Knowledge
- Weak Interpersonal Skills
- Negative Personal Characteristics
- Gap in skills, knowledge
- Reputation
- Poor location
- Leadership and management issues
- Motivation and involvement



# SWOT : Find matching Opportunities



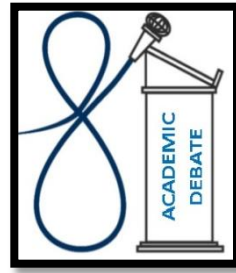
## Opportunities comes in different shapes and forms.

Sometime opportunities past by you without you even noticing them. So here are few things to be on the lookout for!

- What opportunities are available to you?
- What external influences can help you to achieve success?
- Who can support you to help you achieve your goal?
- Can obtaining new skills give you a competitive advantage ?

**For example in the airline industry knowing another language is an advantage.**

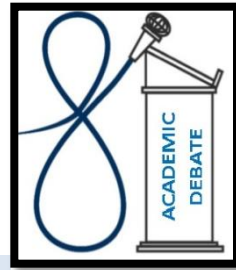
# SWOT : Opportunities Examples



- Enhancing Education
- Enhancing Personal Development
- Developing Skills in Deferent Way
- Fields in Need of Your Skills
- Geography- Ability to Move
- Strengthening Your Network
- Take Advantage of New Opportunities



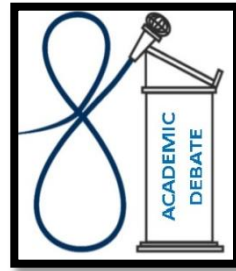
# SWOT: be aware of Threats



Threats are also normally external and are the things that get in the way of your success. So here's how to identify threats.

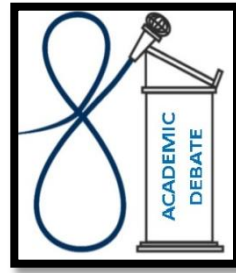
- What obstacles are you facing?
- What external influences may delay your success?
- Who or what could get in the way of you achieving your goal?
- What are the obstacles that prevent your from achieving your targets ?
- Identify the threats and try to remove the ones you can.

# SWOT: Threats Examples



- Negative Trend In Your Fields
- Competition In Your Field
- Training & Education Obstacles
- Limited Advancement In Field
- Limited Ability To Develop
- Limited Positions In Your Area

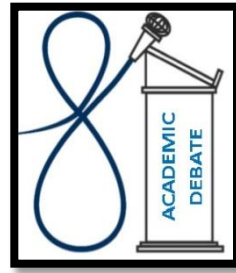
# Write your own **Strengths**



This might be help you focus when you come to write your own **SWOT**

- ⦿ I have good inter-personal skills
- ⦿ I have a great degree
- ⦿ I have a good critical/ analytical skills
- ⦿ I have good writing, speaking skill
- ⦿ Very good communication skills
- ⦿ I have plenty of work experience
- ⦿ Good with public speaking

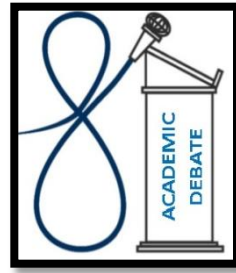
# Write your own Weaknesses



This might be help you focus when you come to write your own **SWOT**

- ⦿ I Suffer From Procrastination (Bad Concentration/ Attention Span)
- ⦿ I Have no Useful Work Experience
- ⦿ I Lack Stress Management Skills
- ⦿ I am Poor at Dealing With Conflict
- ⦿ I am Low in Confidence and Self-esteem

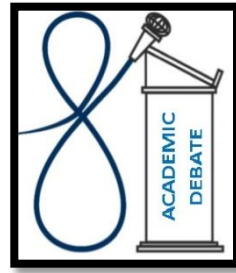
# Write your own Opportunities



This might be help you focus when you come to write your own **SWOT**

- ⦿ Eventually I could go on and study a Bachelor Degree/ Masters Degree/ PhD
- ⦿ I have been offered teaching experience which would be a good experience

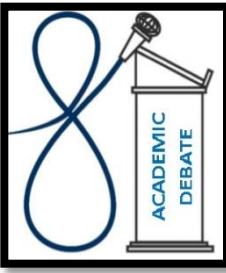
# Write your own Threats



This might be help you focus when you come to write your own **SWOT**

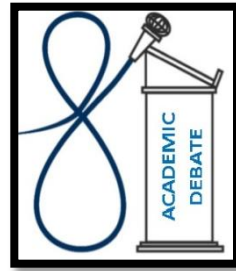
- ◎ To finish my study, I would have to find a supervisor, to move, do a lot of travelling, find a job...etc.
- ◎ Many jobs that give you right experience / placement , want you to work for free, which take up a lot of time!

# Create your Personal **SWOT** analysis.



- The personal skills analysis will help you to learn more about you.
- Carrying out a personal **SWOT** analysis is an important step towards **finding life and career direction**.
- Follow all steps & create your Personal **SWOT** analysis.
- After you learn all the necessary details about yourself, you can make an effort to make positive changes which will lead to new opportunities.
- **SWOT** analysis provides a better picture of all pros and cons you have.

# The next step



There are various ways and actions that will enable you to take clear steps towards achieving your goal.

- You can review your **strengths**, and ensure these are reflected on your CV
- You can consider ways to address any **weaknesses** which you want to overcome.
- You can review your **opportunities** as these can be used to your advantage.
- Also consider how your **threats** could be minimized.





Thank  
you!

