

## **Cooperative Education – Personal SWOT Analysis Assignment**

### **Description:**

A personal SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis will give students an opportunity to reflect and identify their personal characteristics that helps them achieve and expand their Learning Objectives within the workplace.

### **What do you need to do?**

- **Prior to coming to class on March 18th:**
  - Review/read the materials provided in the link below and watch video. *Please cut and paste the link into your browser window.*
    - [http://www.mindtools.com/pages/article/newTMC\\_05\\_1.htm](http://www.mindtools.com/pages/article/newTMC_05_1.htm)
  - Complete the attached work sheet using the self-reflection questions below as a guide.
- **When you come to class:**
  - Bring your completed SWOT worksheet.
  - Participate in the SWOT class discussion.
  - Be prepared to work with a classmate in a similar job or industry to discuss your findings.
  - Present your findings to the class.
- **After class you will:**
  - Share your findings with your supervisor (*optional*).
  - Complete a written SWOT analysis and submit it for grading, or make an appointment to meet with the Director to discuss your findings one-on-one.

### **Learning Outcome(s)**

Upon completion of the Personal SWOT Analysis activity (answering probing questions, readings on the value of the SWOT analysis, group discussion, completing of the personal SWOT), students will be able to:

- *Understand* the aspects of the four components of the SWOT analysis as it applies to each of them individually. Provides an opportunity for self-reflection.
- *Develop* action plan based on their learnings to implement within their workplace to achieve or expand their personal Learning Objectives.

## **PERSONAL REFLECTION QUESTIONS:**

Here are some questions you can ask yourself to complete the assignment:

### **Strengths**

1. *What professional qualities do I have?* - Try to be as specific as possible. Remember a time when you worked or was engaged in a project at school and what abilities did you exercise then?
2. *What do I do well?* - Is it easy for you to study languages, math or science? Can you cook, paint or repair cars? Write down all the things you are good at although they may seem irrelevant to the job you are looking for.
3. *What is the level of my education?* - Think of all the courses you took during your studies. What did you enjoy? What could be useful for your future career? Does your education give you a competitive advantage against others in the same field?
4. *What is my biggest achievement?* - Try to remember a time when you were extremely proud of yourself. What did you do? How did you do it?
5. *What personal qualities do I possess?* - Do your friends come to you for advice? Are you an outgoing person? Or maybe you are stubborn but in a positive way (let's call it persistent ;).

### **Weaknesses**

1. *What do I not do well?* - Maybe there is a specific thing you know you can't do. For example, I am terrible at mechanical tasks.
2. *What can I improve?* - Think about the things you'd like to do, the qualities you'd like to have. What can be improved and how?
3. *What tasks do I usually avoid doing?* - The fact that you do not want to do something may mean that you do not enjoy doing it.
4. *What are the roots of my failures?* - Try to figure out what are the reasons behind any failure you may have experienced in the past. What did you learn from it?

### **Opportunities**

1. *What trends do I see in my professional area?* - What are the recent trends? What type of people are getting hired? What skills do they have? Is it a growing field?
2. *Can I obtain better education?* - Think of courses that can develop your skills and give you a competitive advantage.
3. *How can I get noticed?* - What can I do to draw attention to myself professionally? Create a LinkedIn profile. Start networking. What does your resume look like? What does your Facebook profile say about you?
4. *Is there a stepping stone to get me to my dream job?* - Sometimes to get to your dream job sometimes you have to do things you think you are overqualified for. Are there internships in the companies you want to work for? Can you start working half-time just because you like the job you are going to do?
5. *Who can support me in achieving my goal?* - Who can you learn from? Who can introduce you to the right people? Who can help you improve your CV? Is there a person who can show you how to use your strengths in the best way possible? Who will pick-me up when things don't go well?

## **Threats**

1. *What obstacles do I face?* - Remember this is something that you have limited to no influence on. Is there an economic situation that prevents you from getting a job?
2. *Who/what may get in my way?* - Who are your biggest competitors and what are they doing? Who else is competing for this job?
3. *Are there changes in labor politics?* - Can you work legally? Are there certain mandatory training or educational requirements that are required?
4. *Is technology changing my professional field?* - Is technology changing the future of my industry? How do I stay ahead of that trend?
5. Am I marketable? - You may have done everything else right but still you are unemployed. Think about whether the market you are trying to sell yourself on is the correct one. Remember that you are a product (of your environment, of your education, of yourself), and as such you have to examine the niche you are trying to fit yourself in so that you can be able to market yourself in the best way possible.