

1.3 Analysing your strengths, weaknesses, opportunities, threats (SWOT)

It is important to be able to reflect on and analyse your strengths but also to consider areas that you need to develop, so that you can recognise what opportunities are available and where you might have problems in the future. To be of value you need to take an honest and critical view of yourself. This can be done using a SWOT analysis.

Sample SWOT

Strengths (Current) <ul style="list-style-type: none">- an ability to get on with people- reliable- hard-working- able to take initiative- honest- research skills- attention to detail- analytical skills	Opportunities (Future) <ul style="list-style-type: none">- gain experience of dealing with people- get experience of the world of work- work abroad- work in a team- earn money
Weaknesses (Current) <ul style="list-style-type: none">- time-keeping- lack of confidence when dealing with people- no work experience related to academic studies- lack of spreadsheet and database skills	Threats (Future) <ul style="list-style-type: none">- being unsupported at work- fitting into the company culture- transport problems may result in my unreliability

Complete a personal SWOT analysis. Include information you gained from identifying your learning styles and personal and key skills. Carry out this analysis over a period of time and ask friends and relatives for their viewpoints.