**Learning outcomes**

* To carry out a SWOT analysis to identify strengths, weaknesses, opportunities and threats
* To consider the outcome, to think about if the findings have any impact on students’ choices and goals

**SWOT analysis**

Businesses and organisations often use a **SWOT** analysis to help them think about and focus on an issue or problem, and to help them look at the ‘whole picture’.

* **S = Strengths** – List all your positive features and skills. The things you are good at.
* **W = Weaknesses** – List all the areas which you think you need to develop or work on
* **O = Opportunities** – What are the career opportunities available to you? Who could help you?
* **T = Threats** – What are the difficulties or challenges you might face and should overcome in order to achieve your career goal

Today you are going to conduct a SWOT analysis on yourself - this is to help you to start to think about your skills, strengths and attributes which you have, and which will be useful in your chosen career. It will also give you the opportunity to identify any possible areas for development or things you need to work upon.

**Activities**

1. Use the SWOT analysis diagram to do a SWOT analysis of yourself.
2. Think about your chosen career from the last session. Does the SWOT analysis give you any pointers as to how you can achieve your career goal? For example, what are your strengths and weaknesses?
3. Discuss with a partner or in a small group what you have discovered about yourself by conducting the SWOT analysis. Are there are any implications for your career choice and goal aspirations?

**Strengths - the things you are good at**

**Weaknesses – the things you need to work on and develop**

**Opportunities – what career opportunities are available to you?**

**Threats – or challenges**

1. For each weakness and threat (challenge) on your SWOT analysis, try and come up with a solution to the problem and write it in the table below.

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| --- | --- |
| Possible weakness or threat | Possible solution  |
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