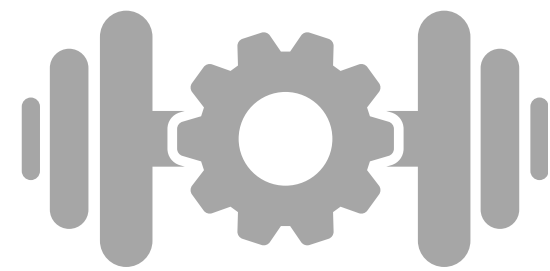


A Tool for self exploration: SWOT Analysis



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WHAT IS SWOT ANALYSIS?

A SWOT analysis is a tool that helps identify the strengths and weaknesses, as well as the opportunities and risks, of a specific business or project. Although it's very common in small businesses, NGOs, large corporations, and other organizations, it can also be used on a personal level or in individual professional situations.

What does SWOT mean?

Strength
Weaknesses
Opportunities
Threats

STRENGTHS:

YOUR POSITIVE QUALITIES, SKILLS AND TALENTS THAT GIVE YOU AN ADVANTAGE. FOR EXAMPLE, BEING ORGANIZED, HAVING GOOD COMMUNICATION SKILLS, OR BEING AN EXPERT IN A SPECIFIC AREA.

WEAKNESSES:

Your areas for improvement or aspects that hinder your success. For example, lack of experience in certain areas, difficulty working under pressure, or shyness.

OPPORTUNITIES:

POSITIVE EXTERNAL FACTORS THAT YOU CAN USE TO YOUR ADVANTAGE. FOR EXAMPLE, TRAINING COURSES OR CONTACTS THAT CAN HELP YOU GROW.

THREATS:

NEGATIVE EXTERNAL FACTORS THAT CAN HINDER YOUR PROGRESS. FOR EXAMPLE, COMPETITION, CHANGES IN THE JOB MARKET, OR PERSONAL SITUATIONS THAT AFFECT YOU.

WHY IS IT USEFUL?



Using a SWOT analysis as a self-exploration tool can be very useful for understanding yourself better and making more informed decisions about your personal or professional development. By identifying your strengths, you can enhance what you do well; by recognizing your weaknesses, you can work on improving. It also allows you to see what opportunities you can take advantage of in your environment and what threats could hold you back, helping you plan your next steps more clearly.

Your turn

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- Divide a sheet (or Word document) into four sections – you can use the example on the next slide as a guide.
 - In each section, write at least three points.
 - Reflect: How can you make the most of your strengths and the opportunities available to you? And how could you improve your weaknesses and reduce the impact of threats?
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STRENGTHS

EXAMPLES:

- *Good communication skills.*
- *Ability to work in a team.*
- *High motivation to learn new things.*
- *Persistence in the face of challenges.*
- *Creativity to solve problems.*

WEAKNESSES

EXAMPLES:

- *Difficulty managing time.*
- *Insecurity when speaking in public.*
- *Frequent procrastination.*
- *Lack of experience.*
- *Tendency to not express needs.*

OPPORTUNITIES

EXAMPLES:

- *Access to training programs or scholarships.*
- *Contacts or support networks (mentors, associations, etc.).*
- *Time available to focus on my development.*
- *Participation in international projects (volunteering, exchanges, etc.).*

THREATS

EXAMPLES:

- *Lack of job opportunities in my environment.*
- *Economic or personal instability.*
- *Political or social changes that affect my plans.*
- *Lack of family or social support for my goals.*

Recommended digital resources

The Personal SWOT Analysis → Kennesaw State University

Personal SWOT Analysis: What Is It and How to Do It? → EAE Business School

How to Work on Your Personal SWOT Analysis (ebook) → Guillem Recolons