

# SWOT ANALYSIS

# SWOT

## What is a SWOT Analysis?

SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis is a powerful tool to help you identify and understand strengths, opportunities, weaknesses and threats so that you are able to make an informed decision or recommend the best course(s) of action based on a current problem/situation.

## How to use a SWOT Analysis

A SWOT analysis can be used in both personal and business circumstances. Start by listing all the strengths and weaknesses you believe relate to the problem. Take a look at the weaknesses you have identified. Are there any opportunities you can list to overcome these? Next, record any threats that may arise should you take no action against the weaknesses. Lastly create an action plan to help you carry out each opportunity!

For example, through identifying each element, you can determine steps you must take to improve your study habits to help you have a successful senior year!



## Issue: My study habits

### Strengths

- I take detailed notes in class for later revision
- I make sure to write down all homework in my diary

### Weaknesses

- I find it difficult to do more than one thing at a time
- It is very noisy at home
- I am a weak speller

### Opportunities

- Find a place to study where I can close the door and lock out most noise
- Run a spell check over my work
- Listen more in class

### Threats

- I may not hear all major points as I am busily writing notes
- I may not have time to ask questions in class to clarify any points for later revision

### Plan of Action:

1. Jot down key words in class and ask more questions to clarify any points not understood.
2. Ask the teacher to repeat anything missed.
3. Create a list of words I commonly misspell and review these regularly.
4. Speak to my family about the noise level and perhaps allocate an hour or two where everyone is a little less boisterous.

## My SWOT Analysis

Strengths:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆

Weaknesses:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆

Action Plan:

Opportunities:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆

Threats:

- ◆
- ◆
- ◆
- ◆
- ◆
- ◆