

# SWOT Analysis

The aim of this exercise is to help you to think about and write down your strengths, weaknesses, opportunities and threats for your future career. Once you have completed the SWOT analysis, you are likely to have a list of actions you could take. You can consider building on your strengths, strengthening your weaker areas, lessening any threats, and exploring every opportunity.

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• What things do you do well?</li><li>• What do others see as your strengths?</li><li>• What have you achieved during your studies?</li><li>• What resources are there around you e.g. knowledgeable people?</li></ul>	<ul style="list-style-type: none"><li>• What could you improve?</li><li>• What do others consider as a weakness?</li><li>• Are there any aspects for which you have fewer resources than others?</li></ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>• Is there a careers department at your university?</li> <li>• How could you turn your strengths into opportunities?</li> <li>• Are there any opportunities in the university or within your department of which you could take advantage?</li> </ul>	<ul style="list-style-type: none"> <li>• What threats do your weaknesses expose you to?</li> <li>• What is your competition?</li> <li>• What is your competition doing?</li> <li>• What threats could influence you moving forward?</li> </ul>

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