

SWOT, Self-Development and SMART goals

OBJECTIVE:

The main purpose of a **SWOT** is to promote the identified strengths, reduce weaknesses, exploiting the opportunities and having contingency plans to minimize threats. There are many benefits and advantages of using **SWOT** Analysis **for personal development**. It is good for your success and betterment.

PRE-REQUISITE(s):

Basic skills and understanding of self-career and awareness about self-development.

OVERVIEW:

Personal development is an essential step for making yourself more appealing to employers and customers. It also helps boost your self-image. People apply many different tactics to stand apart in this sea of candidates. They want to secure the top position, but it not as easy as it sounds. Individuals often conduct the SWOT analysis.

SWOT is seen as an analytical framework which can help companies facing great challenges. It helps to find the most promising new markets. The analysis was created by business gurus Edmund P. Learned, Kenneth Andrews, C. Roland Christensen and William D. in the 1960s. They wrote about it in their book “Business Policy, Text, and Cases.”

Why take this course?

The main purpose of a SWOT is to promote the identified strengths, reduce weaknesses, exploiting the opportunities and having contingency plans to minimize threats.

There are many benefits and advantages of using SWOT Analysis for personal development. It is good for your success and betterment. Some of the most common benefits of conducting a personal SWOT analysis have been mentioned below.

- Helps to develops strategies to attain your goals
- You can be better than your friends and colleagues
- Shows where you currently stand on the path of success
- Measures your scopes of reaching desired goals
- Boosts your career, life and personality
- Helps to better understand who you really are as a person
- Maximizes your strengths and diminishes your weaknesses
- Explores and also enhances your soft skills and hard skills
- It helps you understand your preferences and personality traits.
- Focuses on your attitudes, abilities, skills, capabilities and capacities

What you will learn in this course:

SWOT analysis. In addition to the knowledge about **learning** process, **you** also need to know yourself as a learner to be able to develop a working study plan that takes into consideration your weaknesses and strengths. **SWOT analysis** helps **you** to focus on your strengths and weaknesses as well as opportunities and threats.

Who this course is for:

SWOT for personal development can help the following people:

- Students
- Managers and Owners
- Professionals, Executives
- Career Starters
- Practitioners and HR
- Doctors and Engineers
- Employees
- Husband and Wife
- Parents

Course Outline:

For each of the SWOT elements, ask yourself some questions. I have listed some example questions below, but they may vary.

STRENGTHS

- What benefits do you have which others do not have? This could include skills, education, or connections.
- What are you better at than anyone else?
- What personal resources do you have access to?
- What do other people see as your strengths?
- Which achievements are you most proud of?
- What values do you believe in that others fail to show?
- Are you part of a network no one else is involved in? What connections do you have with powerful people?

WEAKNESSES

- What work do you usually avoid because of lack of confidence?
- What do people think your weaknesses are?
- Are you happy with your education and skills training?
- Do you have any negative work habits?

- Which of your personality traits hold you back?

OPPORTUNITIES

- What new technology can assist you?
- Can you take advantage of the market in its present state?
- Do you have a network of strategic contacts to offer good advice or help you?
- Is any of your competitors failing to do something important? Can you take advantage of it?
- Is there a need in your company which no one is filling?
- Could you create an opportunity by offering solutions to problems?

THREATS

- What hindrances do you currently face at work?
- Is any of your co-workers competing with you for projects or roles?
- Is your job changing?
- Can technological changes threaten your position?
- Could any of your weaknesses lead to threats?