# A logo of a book and a pen  AI-generated content may be incorrect.

# PERSONAL SWOT ANALYSIS TEMPLATE

*Use this free personal SWOT template to reflect on your strengths, weaknesses, opportunities and threats. The prompts under each heading guide you to link honest self-assessment with your study, placements and career plans.*

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| Strengths (internal, positive)* What skills, talents, or abilities set me apart from others?
* Which achievements am I most proud of?
* What qualifications, knowledge, or experiences give me an edge?
* What do friends, colleagues, or mentors consistently praise me for?
* Which personal qualities (e.g. resilience, adaptability, creativity) make me effective?
* Do I have a strong support network or valuable contacts?
* Are there hobbies, interests, or passions that enrich my profile?
 | Weaknesses (internal, negative)* What tasks or skills do I struggle with most?
* Where have I received constructive criticism in the past?
* Which personal habits (e.g. procrastination, poor time management) hold me back?
* Do I lack experience or qualifications in areas needed for my goals?
* Are there traits (e.g. shyness, indecisiveness, perfectionism) that limit me?
* Do I avoid certain situations out of fear or discomfort?
* Am I dependent on others for support in areas I should handle myself?
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| Opportunities (external, positive)* Are there industry trends, technologies, or skill shortages I could take advantage of?
* Are training programmes, courses, or certifications available to me?
* Do I have access to mentors, networks, or professional communities?
* Could personal circumstances (e.g. time, location, finances) support my growth?
* Are there events, placements, or internships that could build my experience?
* Is my current workplace or sector offering new openings?
* Are there ways I could turn a weakness into an opportunity (e.g. upskilling)?
 | Threats (external, negative)* Is the job market or my industry highly competitive?
* Are economic changes, hiring freezes, or redundancies a risk?
* Could technological changes make some of my skills outdated?
* Are personal commitments (e.g. health, family, financial pressure) limiting my options?
* Do I face strong competition from peers with more experience or qualifications?
* Are there external barriers (e.g. visa issues, regulations, discrimination) affecting me?
* Could over-reliance on one path, contact, or opportunity expose me to setbacks?
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