# 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? |
| 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 * Could technological changes make some of my skills outdated?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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