**SWOT Analysis Exercise**

1. Thinking about the Key Skills Framework, fill out the SWOT analysis below. You will need to think about a goal that you would like to achieve whilst at university e.g. find some work experience, secure a placement, find a graduate job after your degree.

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| **STRENGTHS**  What do you do well? What do others see as your strengths?  Presentation Skills – I possess strong verbal communication skills and am able to present my speech with a good structure and a professional manner of speech.  Teamwork – I am able to work with others in a way that allows each group member to show their strengths and not struggle in areas they are unfamiliar with. I am also able to create a successful end product with a group. | **WEAKNESSES**  What could you improve? What are others likely to see as your weaknesses?  Decision Making – I feel as though I could certainly be more decisive as I often leave decisions up to a collective agreement even in situations where someone needs to put their foot down. I don’t see this as a threat as in some situations I can be decisive if needed, however it is certainly an area I need to improve upon.  Organisation – I often become quite disorganised with my work due to a lack of planning. Thus far, this has never affected the outcome of a task more than a slight hinderance, however the quality of my work would benefit from better planning. |
| **OPPORTUNITIES**  What opportunities are available to you? How can you turn your strengths or weaknesses into opportunities?  Flexibility/ Adaptability – This skill could become an opportunity as by becoming more well-rounded in my skill set would allow me to take on far more tasks which I am currently unable to due to a lack of knowledge in areas such as audio editing. | **THREATS**  What could be a barrier to your success? What threats do your weaknesses expose you to?  Assertiveness/ Self-Confidence – My lack of self-confidence may be a threat to my success as it could lead to me not making suggestions due to me being afraid that they are wrong. This could mean I miss out on opportunities to people with similar ideas as I haven’t spoken up. |

1. What skills from the Key Skills Framework do you need to develop?

Decision Making

Organisation

Assertiveness/ Self Confidence

1. Discuss in small groups/pairs how you can develop these skills whilst at university either through your course or extracurricular activities.

Decision Making - make more decisions rather than asking others to, and I need to not be afraid of making mistakes and learn to trust my own judgement

Organisation – Look into seminars on pre-production, learn to plan things out better, take more responsibility for pre-production in projects.

Assertiveness/ Self Confidence - I need experience making decisions and asserting myself so that I can learn from success and failures and not be afraid of mistakes.