

Personal SWOT Analysis Examples For Students

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December 6, 2021

The Best Personal Swot Analysis Examples for Students [2022]

SWOT analysis is one of the first marketing theories that every marketer needs to know of, in the marketing world. Many of us are familiar with the term and probably have used a SWOT analysis, whether for school or company projects.

We prepared **the best 6 SWOT analysis examples** with our students for you to understand all aspects of it.

Outside of the marketing world – believe it or not, the SWOT is only one of the marketing buzzwords that we tend to think less about and never put much interest in.

But if you're reading this blog, *congratulations!* – You're about to learn one of the most effective ways to improve yourself for your career strategic planning. So keep on reading, shall we?

What is SWOT?

SWOT (also known as SWOT matrix, SWOT analysis and SWOT method) is a framework for identifying and analyzing businesses' internal factors, namely strengths and weaknesses and external factors, namely opportunities and threats. The framework helps differentiate and establish unique opportunities for companies within a broader market to determine their strategic business directions.

The Actual Meaning of SWOT

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

Strengths and weaknesses are internal factors to companies. Typically, these internal elements can be controlled or changed by the companies. In contrast, factors like opportunities and threats are external factors that the companies can't influence or change. However, companies can take advantage of opportunities and protect against threats.

Strengths describe what a business good at, which separates it from competitors.

Weaknesses are barriers that stop a company from performing at its ideal performance.

Opportunities refer to positive factors that could be advancing a company's competitive advantage.

Threats known as elements that are potentially are harmful to a company.

Since the introduction of SWOT analysis in the 1960s, the framework has been used widely in business practices. However, SWOT analysis usage is not limited to only business planning. The method is now used broadly for assessing a product, place, industry, or person.

What is Personal SWOT Analysis?

A **personal SWOT analysis** is a method of individual assessment. It can be done at any stage in life, whether to determine self-improvement, educational choices, career paths or career growth opportunities. You can use a personal SWOT for self-assessment or social comparison.

Why is Personal SWOT Analysis Important?

When it comes to significant changes in your life, it involves a lot of information gathering, thinking and analyzing. Conducting a personal SWOT analysis can help you avoid unforeseen mistakes because it requires you to address your strengths, weaknesses, opportunities, and threats.

Writing down your strengths will help you see your advantages over your competitors/peers. Knowing your strengths will help you position yourself in whatever goal you want to achieve.

One of the essential parts is to list down your weaknesses. It may be difficult to admit your flaws, but you can develop a plan and strategy to bridge your gaps once you successfully recognize them.

The list of opportunities helps you determine availabilities or chances that **guide you toward your goals**.

Recognizing threats to your personal or professional path enables you to build a defensive plan on what might become your obstacles and prevent you from unexpected challenges.

Take a step back and think about the best ways to recognize what you need to improve. You may be surprised how self-assessment could help you with decision-making and open many new doors of opportunities for you.

| Being aware of your weaknesses could be your biggest strength – Gordon Hester.

Personal SWOT Analysis Matrix

The personal SWOT analysis is presented as four quadrants.

Firstly, **external factors: strengths and weaknesses**.

Secondly, **opportunities and threats**. To analyze these factors involves a series of questions in which you ask yourself regarding internal and external factors related to your goal.



Steps to Conduct a Personal SWOT Analysis

Now, after everything you've learned so far, it's time for you to take action. These are steps that you could follow to complete your SWOT analysis.

Step 1 – Ask yourself questions.

People who know how to ask the right questions always become successful in their careers. Let us show you how to ask the right questions for your personal SWOT analysis below.

Ask yourself these questions to determine your internal and external factors such as:

Strengths:

- What am I enjoying doing?
- What are my unique skills?
- What are skills that I have but others don't?
- What do others see as my strengths?

Weaknesses:

- What stopped me from achieving my goal?
- What do I need to improve to achieve my goal?
- What are my bad habits?

Opportunities:

- How can my network help me with my future career?
- How can my skills fill the need in the industry that I want to work in?
- Is there any significant change in the industry that I can take advantage of?

Threats:

- Is my personality hurting my career path?
- Are my peers doing a better job than I do in the same position?
- Are there any skills that my competitors have that I don't?
- Is my financial situation impact my goal?

Step 2 – List all your answers

This is the part where you have to be honest with yourself. Keep in mind that this step is a self-analysis; the more you list down your points, the better chance to determine your future improvements.

Step 3 – Ask others for their opinions and be open-minded

Although this framework is all about self-assessment, asking others how they perceive you can lead to a deeper issue that you've never noticed.

Step 4 – Gather your answers

Remember to write down everything. To prevent missing points, write down whatever comes to your mind. You can always eliminate unimportant issues in the later process.

Step 5 – Determine your solutions

You should identify solutions that can lead you to achieve your goal. At the end of the day, **your plan of using the SWOT analysis** is to help you identify the stepping stone. It will be all for nothing if your answers are not realistic and achievable.

To finish this article with style, we want to give you examples from our volunteered students from Cornerstone College based on their career goals.

Here are some excellent SWOT analysis examples that you can also use as a **SWOT analysis template**:

SWOT Analysis Example for International Business Management Students



SWOT ANALYSIS

INTERNATIONANL BUSINESS MANAGEMENT STUDENT: SWETHAMBARI

Goal: To start a 3D printing start-up company and collaborate with designers.



- I am an excellent designer and fluent in technical vocabulary.
- My most unique ability is my strategic thinking.



- Lack of knowledge for the Canadian market.
- I need to improve my sales and marketing skills.
- My bad work habit is not delegating enough tasks to others.



- Women in businesses are getting more funding and receiving more comprehensive support systems.
- My ability to look at things from a fresh perspective (think outside the box) is helpful for my business goal.



- COVID-19 has impacted the economy and made many businesses rethink their strategies. My competitors have more technical resources to produce a better quality product.
- As a technological-based industry, there is a constant need to upgrade and keep up with the latest innovation.

SWOT Analysis Example for Hospitality Management Students

Karen’s goal is to have a career as a digital marketer in Hospitality Industry.



SWOT ANALYSIS

HOSPITALITY MANAGEMENT STUDENT: KAREN

Goal: To start a career in digital marketing within hospitality industry.



<p>S</p> <ul style="list-style-type: none"> • I have work experience with customer relations. • I have good interpersonal, analytical and critical thinking skills. • I’m people-oriented. • Social engagement is my superpower. • Good with public speaking. • Presentation and communication skills. 	<p>W</p> <ul style="list-style-type: none"> • I need to practice my verbal skill in English. • I don't have work experience in the hospitality industry. • I don't have a clear career plan. • I find it difficult to visualize my potential. • Culture shock and adapting to a new country • Time management for personal, study and work life. • Adapting to Vancouver's weather (it is primarily cloudy here, I miss sunny weather.)
<p>O</p> <ul style="list-style-type: none"> • Meet new people from different countries. • I am studying in an international school where I can build professional connections. • Entrepreneurship boom, and I can apply my professional experience. • Attend school workshops to develop new skills and learn about the Canadian system. • I can gain essential and relevant knowledge about hospitality. • Learning from experience teachers in the hospitality field. 	<p>T</p> <ul style="list-style-type: none"> • With open frontiers with the US labour market, the demand for jobs is increasing. • Vancouver is expensive! Part-time work isn't enough to pay bills and also low wages for entry-level jobs. • New variants of COVID-19 and the changes for the natural disaster in BC. that affect my work permit.

SWOT Analysis Example for Customer Relations Specialist Students

Mayu’s career goal is to work at an international school in Japan to help students.



SWOT ANALYSIS

CUSTOMER RELATIONS SPECIALIST STUDENT: MAYU

Goal: To work at international school in Japan.



<p>S</p> <ul style="list-style-type: none"> • I have work experience as a teacher in kindergarten. • Attentive & Cooperative • Presentation and communication skills • Creative editing (photo collage & power point) 	<p>W</p> <ul style="list-style-type: none"> • English skill (primarily oral) • Indecisive & Big worrier • Others can easily influence me • Have a difficulty expressing my opinion • Not good at time management
<p>O</p> <ul style="list-style-type: none"> • Taking education in Canada • Adapting the Canadian education system to Japan • Get a teacher licence in Canada 	<p>T</p> <ul style="list-style-type: none"> • English speaking in Japan is still developing. • It is hard to adapt the Canadian education style to Japan. • Teacher's salary is still low • COVID-19 has impacted all economies and has not fully recovered.

SWOT Analysis Example for Web and Mobile App Development Students

Yumi's ultimate goal is to become a front-end developer in Canada.



SWOT ANALYSIS

WEB AND MOBILE APP DEVELOPMENT STUDENT : YUMI

Goal: To become a front-end developer in Canada



<p>S</p> <ul style="list-style-type: none"> I am detailed-oriented and a quick self-starter. Interpersonal and communication skills Time management skill Good at troubleshooting and creating logics Work experience as a system engineer and project management as well as IT customer support. Comfortable in exemplifying software engineering practices with agile methodologies. 	<p>W</p> <ul style="list-style-type: none"> I don't know how to brand myself successfully. Lack of business connection/ network in Canada No solid work experience as a web developer Unstable visa status in Canada
<p>O</p> <ul style="list-style-type: none"> Volunteer work experience as a front-end developer. A job offer and visa sponsorship from the company I'm currently working for. Meeting new people at school. 	<p>T</p> <ul style="list-style-type: none"> Difficulty in getting work permit and PR in BC High number of qualified competitors in the market Rapid changing in the industry

Tomas also aims to find an IT consultancy job where he can professionally grow and use his strength, expertise and creativity.



SWOT ANALYSIS

WEB AND MOBILE APP DEVELOPMENT STUDENT : TOMAS

Goal: To find an IT consultancy/ management job where I can professionally grow and use my strengths, expertise, and creativity.



<p>S</p> <ul style="list-style-type: none"> Broad experience in multiple fields Being a heavy multitasker Passion for new challenges and being hungry for new opportunities Ability to learn various concepts and extract new opportunities Ability to learn multiple concepts and remove information very fast Easy going, having excellent communication skills, and a pro-customer approach Analytical, critical thinker and researcher 	<p>W</p> <ul style="list-style-type: none"> Being easily distracted and losing focus Not excellent time management and prioritization skills Lack of focus on finding a sustainable work-life balance. Losing the track on career development Not being satisfied with mediocrity.
<p>O</p> <ul style="list-style-type: none"> A large market with many opportunities Hardworking individuals can benefit from mediocrity on the job market Having broad expertise could be beneficial while looking for a job Great networking opportunities Multiculturalism can shift boundaries 	<p>T</p> <ul style="list-style-type: none"> Plenty of competitors (availability wise and salary wise). Sort of discrimination having no Canadian experience Difficult finding the job due to the pandemic and cost-cuts Dealing with commuting, weather (flooding and heat) and expenses.

SWOT Analysis Example for Network and System Solutions Students

Felipe's career dream is to work as a System Administrator in a big company in Canada.



SWOT ANALYSIS

NETWORK AND SYSTEM SOLUTIONS SPECIALIST STUDENT: FELIPE

Goal: To work as a System Administrator in a big company in Canada



<p>S</p> <ul style="list-style-type: none">• I have a high capacity to analyze and find solutions for problems• I like, and I'm not scared of challenges• I'm persevering• Capability to be a good leader• Ability to adapt to complicated situations	<p>W</p> <ul style="list-style-type: none">• I need to improve my English vocabulary.• I need to get some IT certifications.• I need to learn how to sell myself in the Canadian work market.
<p>O</p> <ul style="list-style-type: none">• More stable economy• The IT market is constantly growing, and there're opportunities.• Trust in foreigner workforce• Opportunities to continue studying in public universities.	<p>T</p> <ul style="list-style-type: none">• I don't have the Canadian experience.• Canadians have priority to get hired.

SWOT Analysis Example for Digital Marketing Specialist Students

Our **Digital Marketing Specialist Diploma Program** student, Naomi, has already strong entrepreneurial skills and her goal is to open and work in the marketing OT business industry.



SWOT ANALYSIS

DIGITAL MARKETING SPECIALIST STUDENT: NAOMI

Goal: To open business in Canada & work in the marketing of business industry.



<p>S</p> <ul style="list-style-type: none">• I like trying new things, new areas and skills.• During the pandemic, I opened my own small company making beads jewelry.• I have event planning skills; I used to work as a volunteer for community events.• Social media strategy is my strong suit.• Design & build websites.• I'm excellent at multitasking.	<p>W</p> <ul style="list-style-type: none">• Currently, I'm struggling with creating content and designs because I don't have any background.• Lack of time management. For most of the projects I started, I postponed them because of a lack of skills.• My worst habit is thinking that I can do everything by myself, but in fact, I need help.• I am not being 100% satisfied with my performance in the end.
<p>O</p> <ul style="list-style-type: none">• Content creator for international marketing, translator and social media content.• I can see myself working within social media content creation for travel companies, international schools, import-export companies.• I'm a multilanguage speaker; Portuguese, Japanese and English.• Create international students community who have different backgrounds to expand my services.• Create a solid network to connect industry through my connections.	<p>T</p> <ul style="list-style-type: none">• Personal Economic situation might become the factor to postpone my goal.• After the pandemic, social media and the online market have grown. At the same time, many people started to switch careers to work with social media and open online businesses, resulting in a massive increase of competitors.

Q&A for SWOT Analysis

When do you need to conduct a SWOT analysis?

As mentioned earlier, a personal SWOT analysis can be done at any stage in your life. The construction of the framework suggested that the SWOT analysis should be one of the first methods in your strategic career planning. However, we suggest that you should revisit your SWOT and revise it from time to time.

How to conduct a personal swot analysis?

Firstly, you need to take time for yourself and sit down with a laptop (or with a pen and paper if you prefer the good old method). Secondly, brainstorm with yourself to build a list of your strengths, weaknesses, opportunities, and threats and write it down in each quadrant.

After you complete it, take your time to re-read them and start to eliminate the points that are not important. And last, give yourself a pat on the back because you've done what it is hard to do—self analyzation.

How do you write the best SWOT analysis?

The best SWOT analysis is one that is well thought and well-executed, which should help you see solutions. In another word, when your SWOT analysis is completed, you should know which step you should take next.