



SWOT Analysis

A SWOT analysis is a simple but useful framework for analysing your Strengths, Weaknesses, Opportunities, and Threats.

Work with your mentee to build up a picture of areas they need to focus on.

Screen share a word document with your mentee, recreate the SWOT grid and complete it as they share their thoughts. Help them to articulate and synthesise their ideas.

Alternatively ask them to draw a SWOT grid and talk it through as they complete it.

Probing questions may include:

- What do you enjoy doing?
- What makes you proud?
- What do you need to improve to be able to get and keep a good job?
- How would your friends describe you?
- How would your family describe you?

SWOT Analysis template

Strengths

What are you good at?
What do you enjoy doing?



Weaknesses

What do you need to improve?
What might you need help with?



Opportunities

What help do you have?
What currently makes it easier
for you to study and get a job?



Threats

What obstacles do you face?
What currently makes it harder
for you to study and get a job?



SWOT Analysis example

Strengths

Art, music, creative, languages, organisation, making friends, stay focussed, stay motivated, determined to succeed, resilient, trustworthy

Weaknesses

Science, maths, team work, distracted by my mobile phone, tend to give in to peer pressure, don't like talking to groups

Opportunities

Supportive parents, Lots of opportunities in my career preference, chance to travel with work, can use my creative skills in work

Threats

No quiet place to study, want to go into a competitive career, don't have any work experience, may need to move away from home