



# 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



# 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