



## 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 synopsise their ideas.

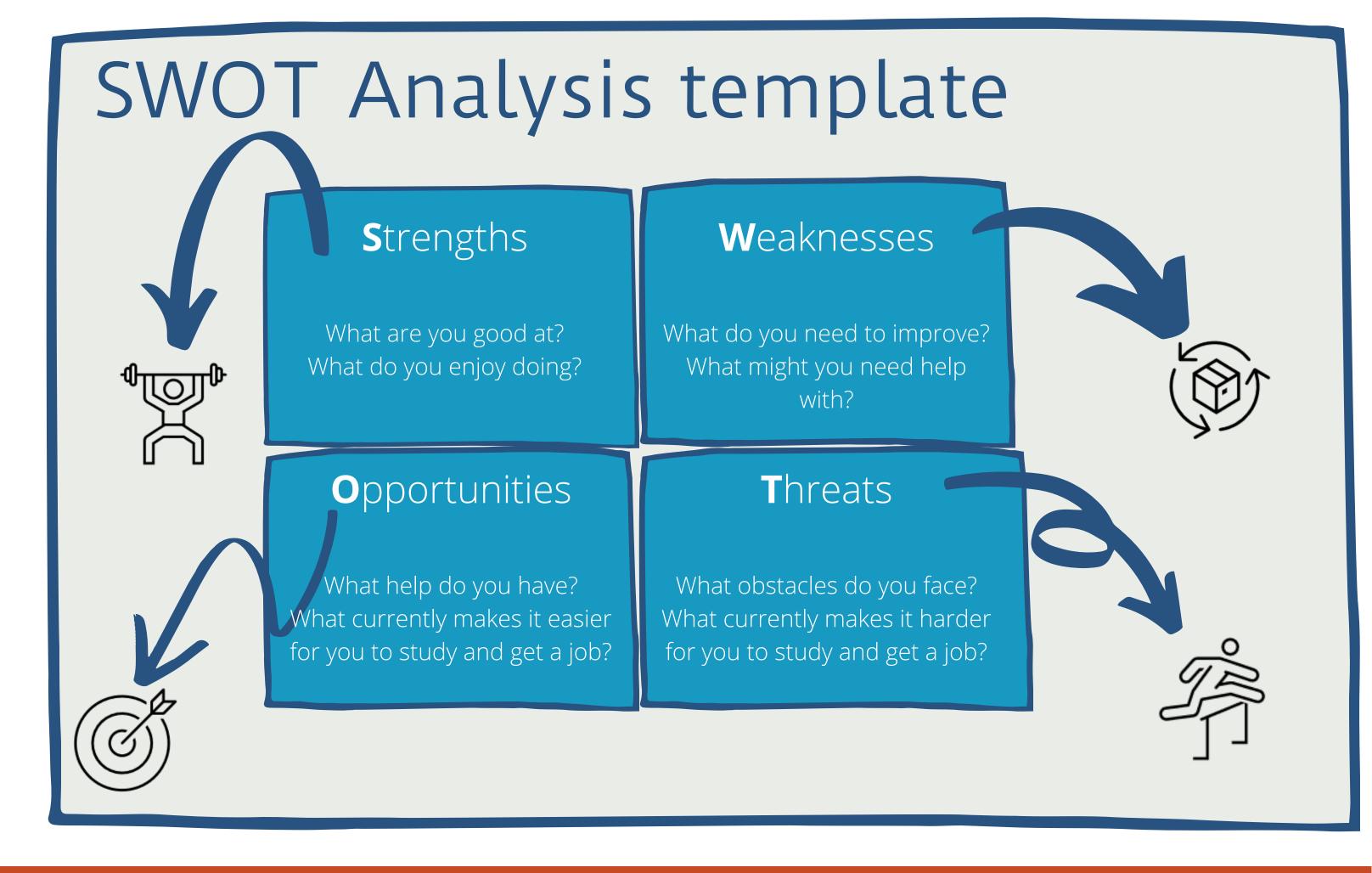
Alternatively ask them to draw a SWOT grid and talk it through as they complete it.

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 example

### **S**trengths

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

#### **T**hreats

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