



**Jacobs**



# 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?



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# 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?





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# 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