# **Activity Name: The Personal SWOT Matrix**

**Objective:** To use a strategic business tool to analyze the participant's current standing in the labour market, distinguishing between internal factors (Self-awareness) and external factors (Market awareness).

**Materials Needed:**

* SWOT Matrix Worksheet (Divided into 4 quadrants: Strengths, Weaknesses, Opportunities, Threats)
* Pens/Markers



### **Instructions**

**Step 1: Internal Factors (You)** Focus on the top two boxes of the matrix. These are things **within your control**.

* **Strengths:** What do you do better than others? What unique resources (skills, contacts) do you have?
* **Weaknesses:** What tasks do you avoid? What skills are you missing that employers are asking for? (Be honest—this is for your eyes only).

**Step 2: External Factors (The World)** Focus on the bottom two boxes. These are things **outside your control**.

* **Opportunities:** Is your industry growing? Is there a new technology you could learn? Are there networking events nearby?
* **Threats:** Is your industry shrinking? Is there high competition? Are automation tools replacing your old job?

**Step 3: The Strategy Match** Draw lines connecting your Strengths to your Opportunities.

* *Question:* "How can I use my specific Strength to take advantage of that Opportunity?"

### **Debrief & Reflection**

*(Participants can answer these questions individually or discuss as a group)*

1. **Which quadrant was the most difficult to fill out, and why?**
2. **Look at your "Threats." Can any of your "Strengths" help you defend against them?**