Personal SWOT example

What could a personal SWOT analysis look like? Look at this SWOT analysis for Tom, who likes playing video games and isn’t sure what he wants to do after A-levels

**Goal:**

Do something after A-levels that I would enjoy and would be good for my career.

**Weaknesses:**

* I leave things until the last minute and then do a rush job – teachers always say I’ve got lots of ideas but my homework is sloppy.
* I’ve got tunnel vision and only like working on one thing at a time. I don’t like being distracted while I’m doing it.
* I find it hard to make a decision and get anxious I’ve made the ‘wrong’ decision.
* I don’t like asking for help, or trusting what people in authority say just because they’re in charge.

**Strengths:**

* I’m very creative. Friends like my art and say it should go on T-shirts.
* I unlock more achievements in video games than most of my friends do. I can do well in any new game I play because I have enough experience to understand the game mechanics behind it. I have done lots of research into games and talk about it with other fans on social media. Even when we don’t agree I can listen to their opinions because they are as passionate about the subject as I am.
* When I focus on something I enjoy I can really focus on it and not get distracted.

**Opportunities:**

* I’m part of a network of people on social media who understand my passions and interests.
* I have holidays coming up and time to think about what I want to do after A-levels.
* A teacher has suggested I enter my digital art into a competition they’ve heard about.
* I live in a big city that has a greater and more varied range of work and volunteering opportunities than smaller rural areas.

**Threats:**

* I’ve been thinking about getting into the game industry but have heard it’s quite competitive.
* There are so many people who are better digital artists than I am. I would have to get much better at digital art to have a good career.

As a result of performing this analysis, Tom decided that with his visual design skills, industry understanding and discipline in creative tasks he enjoyed, he would be a good fit in the games industry. However, he recognised that he would need to improve his skills to get the career he wanted. This made him think about doing a degree or vocational course in game design. He also recognised that leaving things until the last minute and not asking for help were weaknesses that could hold him back from achieving his goal. He decided to speak to his careers advisor, and his knowledgeable gaming social network, about opportunities in game design courses. He was reassured to learn that there were a number of suitable courses out there to apply for, with a wide range of modules that meant he would get skills and knowledge in several aspects of game design, giving him a wider range of career options. After speaking to the teacher who had actively supported him in his art, he worked on his portfolio over the summer and successfully applied for a games design degree.