

This is my SWOT Analysis, I will be discussing my Strengths, Weaknesses, Opportunities and Threats. As a university student I am constantly discovering many factors that are constantly changing, especially due to the time we are living where technology is always developing. Conducting a SWOT Analysis provides a valuable insight into these factors, which will be used as a reflective tool to help understand my unique capabilities and areas for improvement, while also identifying external factors that can affect my academic journey. I hope to develop a clear roadmap for my personal development as I prepare for the future.

Strengths

The first strength I would say I possess is strong communication skills. This is verbal and written, enabling me to express my ideas in most settings. Whether I am delivering a presentation, having a group discussion, or drafting an important essay that will boost my grade to a top achiever, I can articulate my thoughts in a way that will engage the receiver. This strength not only enhances my academic performance but also results in positive relationships with peers, friends, and potential employers.

The next strength I identified is adaptability. I would say I am highly adaptable and thrive in all sorts of situations. I embrace change and quickly adjust to new circumstances, whether it involves responding to unexpected feedback or engaging in a diverse group activity, having an adaptive trait ensures that I can tackle challenges effectively and stay aligned with the task at hand.

Weaknesses

The first weakness I identified is that I occasionally struggle with time management. Generally, I am punctual and organized, however there are times that I may run slightly late to major events, like work or classes. Although it does not happen often, I am working on improving this by focusing on time management strategies, such as planning and using technology like alarms and reminder apps.

Another weakness of mine is that I am reluctant to ask for help. I have been labeled as an introvert and tend to prefer working on tasks alone. While I usually solve tasks on my own, this can slow me down because I am not comfortable with contacting anyone for help. Working or collaborating with others can speed up a challenging task and help provide innovative ideas and perspectives.

Finally on rare occasions I can get slightly distracted when juggling multiple tasks and overthinking external factors such as personal circumstances or world affairs.

Opportunities

The first opportunity available to me at university is online learning platforms. These offer detailed information on practically every topic that exists in my course curriculum making it a great resource to use for my university education. I can obtain information for all sectors along with additional online qualifications to use later in my career. I have the chance to develop my knowledge and skill set beyond what is taught in classes. The flexibility of these tools allows me to learn at my own pace, which allows me to use them whenever additional information is necessary. I can use online learning to fill any gaps and better prepare for the evolving demands of my chosen industry.

Another opportunity available to me is my access to university resources, such as networking with students, speaking to teachers and advisors, and the university Library. Networking with peers allows me to exchange our ideas and build professional relationships that could evolve into professional connections in the future. Speaking with teachers can provide academic guidance and allow me to learn from their previous industry experience and mentorship opportunities. Additionally, the library is a valuable resource that provides lots of industrial materials like books which can be used as references in future tasks as well as providing a quiet, professional space to complete work.

Threats

The first threat I identified is increased competition for jobs. With many students completing similar degrees and heading down the same career paths, the job market is currently incredibly competitive. Especially with the rapid growth of Artificial Intelligence, the need for humans to do certain tasks is decreasing, which means the remaining jobs that do require human attention will be increasingly harder to obtain due to the limited number of them that will remain. To mitigate this, I need to consistently build my skills and knowledge through learning and networking to stand out among my peers.

Another threat is economic downturns, Global economic fluctuations such as wars, recessions and unstable job markets can reduce the number of job opportunities available to graduates and my generation. During economic downturns, employers often reduce

hiring to be safe as the future is uncertain and recruiting additional staff could be a huge risk to the business' costs and profits.

The final threat I identified was technological disruptions; while technology offers many opportunities, it also poses great threats such as technological failures. These can have immediate and widespread effects on a global scale. For instance, power grids, internet infrastructure and banking systems could all fall victims to cyber-attacks and the results could be catastrophic. As the world continues to turn into a more digital place and industries rely heavily on these technologies, there is a chance that it could all one-day crash and cease to exist, changing the world as we know it today.