

S.W.O.T.

SWOT analyses are used by businesses in order to help them consider what they are doing well; what they could improve upon and how they can go about doing something better.

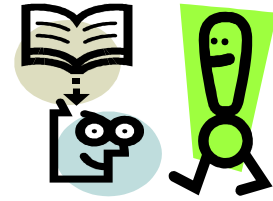
In terms of REVISION a S.W.O.T. analysis IF DONE PROPERLY can be really useful...

S your current **STRENGTHS**, what you're good at

W **WEAKNESSES**, things you need to improve

O all the **OPPORTUNITIES** you have to be helped

T those things that stop you getting on... **THREATS**



A SWOT analysis needs to be carried out with thought.

If the things you write are too general then it's a waste of time.

If you were doing a SWOT on SCIENCE for example you will need to note

- all the **TOPICS** and **IDEAS** that you **UNDERSTAND** or are **CONFIDENT** about (**STRENGTHS**)
- the **TOPICS** you find difficult (**WEAKNESSES**)
- the activities that **HELP** you improve and the things that get in your way (**OPPORTUNITIES & THREATS**)

