

SWOT analysis

The SWOT analysis is a strategic planning tool originally from the business context. The acronym SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Through the SWOT analysis, you analyze your strengths and weaknesses as well as the opportunities and threats in your environment. It is recommended for the 2nd or 3rd mentoring session since the analysis is completed jointly by the mentee and mentor, who should already know each other by then.



This is what a SWOT-Analysis looks like:

Strengths

- Skills and Talents: What are the mentee's main skills and talents?
- Achievements: What past achievements can be highlighted?
- Resources: What resources (personal or external) can the mentee rely on?

Weaknesses

- Areas for Improvement: Where does the mentee need to improve?
- Challenges: What internal challenges does the mentee face?
- Limitations: Are there any limitations that may hinder progress?

Opportunities

- Career Prospects: What opportunities are available in the mentee's career path?
- Networking: Are there networking opportunities that can be utilized?
- Industry trends: Are there trends in the industry that the mentee can take advantage of?

Threats

- Competition: What external competition does the mentee face?
- Market risks: Are there any risks in the market or industry?
- Personal challenges: What personal challenges might interfere with the mentee's progress?

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Steps to Conduct SWOT analysis in Mentoring

1. Joint brainstorming: Begin with a brainstorming session to list strengths, weaknesses, opportunities, and threats. Both the mentee and mentor should contribute.
2. Detailed analysis: Discuss each point in detail to understand its impact and relevance.
3. Strategic planning: Develop a strategy that leverages strengths and opportunities to overcome weaknesses and threats.
4. Action plan: Break down the strategy into actionable steps that the mentee can follow.
5. Regular reviews: Schedule follow-up sessions to review progress, adjust strategies, and celebrate successes.

By following these steps, the mentee can gain a comprehensive understanding of her/his/their position and create a clear, strategic plan for further personal and professional development.

