

Guest Lecturer on Understanding self for Improving Academic and Personal Traits. (SWOT/C).

Organised by: Department of English.

12 July, 2024.

Department of English Conducted a Guest Lecture on 'Understanding Self for Improving Academic and Personal Traits. (SWOC)' on 12 July, 2024 with Dr A Suresh Babu, Assistant Professor of English, Vignan University.

There are many ways to get to know oneself better. Many psychotherapists suggest writing in a journal daily. You might also try new activities on a daily or weekly basis. Asking yourself questions such as: What do I like to do?

The meaning of understanding the self is having insight into one's own behavior, attitudes, strengths, and weakness. It is the individual's ability to say and know what he or she is good at or needs improvement. Self-understanding is one of the highest goals in psychology.

Hence, do a **personal SWOT** analysis to **understand** your strengths and weaknesses, and the opportunities and threats you face. So you can plan for career success.

What is SWOT?

SWOT (also known as SWOT matrix, SWOT analysis, and SWOT method) is a framework for identifying and analyzing a business's internal factors, namely strengths and weaknesses, and external factors, namely opportunities and threats. The framework helps differentiate and establish unique opportunities for companies within a broader market to determine their strategic business directions.

The History of SWOT Analysis

Before we dive deeper into the framework, let's understand the origin of SWOT. The history of SWOT analysis dates back to the 1960s. A management consultant from Stanford Research Institute, Albert Humphrey, and his team invented a framework to help businesses with more sustainable strategic planning.

The framework was initially introduced as SOFT Analysis (Satisfactory, Opportunity, Fault, and Threat). After a decade of work, Albert and his team eventually proposed a SWOT

analysis that assesses criteria such as products, processes, customers, distributions, finances, and administration.

The Actual Meaning of SWOT

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses are internal factors within a company that can typically be controlled or changed. In contrast, opportunities and threats are external factors that companies cannot influence directly but can respond to strategically.

- **Strengths** describe what a business is good at, setting it apart from competitors.
- **Weaknesses** are barriers that hinder a company from performing at its best.
- **Opportunities** are external factors that could provide competitive advantages.
- **Threats** are potential elements that could harm the company.

Since its introduction in the 1960s, the SWOT framework has been widely used in business practices, but its application is not limited to business planning. It is also used for assessing products, places, industries, and individuals.

What is Personal SWOT Analysis?

A personal SWOT analysis is a method of individual assessment. It can be done at any stage in life to determine self-improvement, educational choices, career paths, or career growth opportunities. You can use a personal SWOT for self-assessment or social comparison.

Why is Personal SWOT Analysis Important?

When it comes to significant changes in your life, it involves gathering information, thinking, and analyzing. Conducting a personal SWOT analysis can help you avoid unforeseen mistakes because it requires you to address your strengths, weaknesses, opportunities, and threats.

You can understand well the following aspects:

- **Strengths:** Recognizing your advantages over your competitors/peers and positioning yourself to achieve your goals.
- **Weaknesses:** Identifying weaknesses allows you to develop a plan to bridge your gaps.

- **Opportunities:** Identifying opportunities helps you determine chances that guide you toward your goals.
- **Threats:** Recognizing threats enables you to build a defensive plan against potential obstacles and unexpected challenges.

Personal SWOT Analysis Matrix

The personal SWOT analysis is presented as four quadrants:

1. **Internal Factors:** Strengths and weaknesses.
2. **External Factors:** Opportunities and threats.

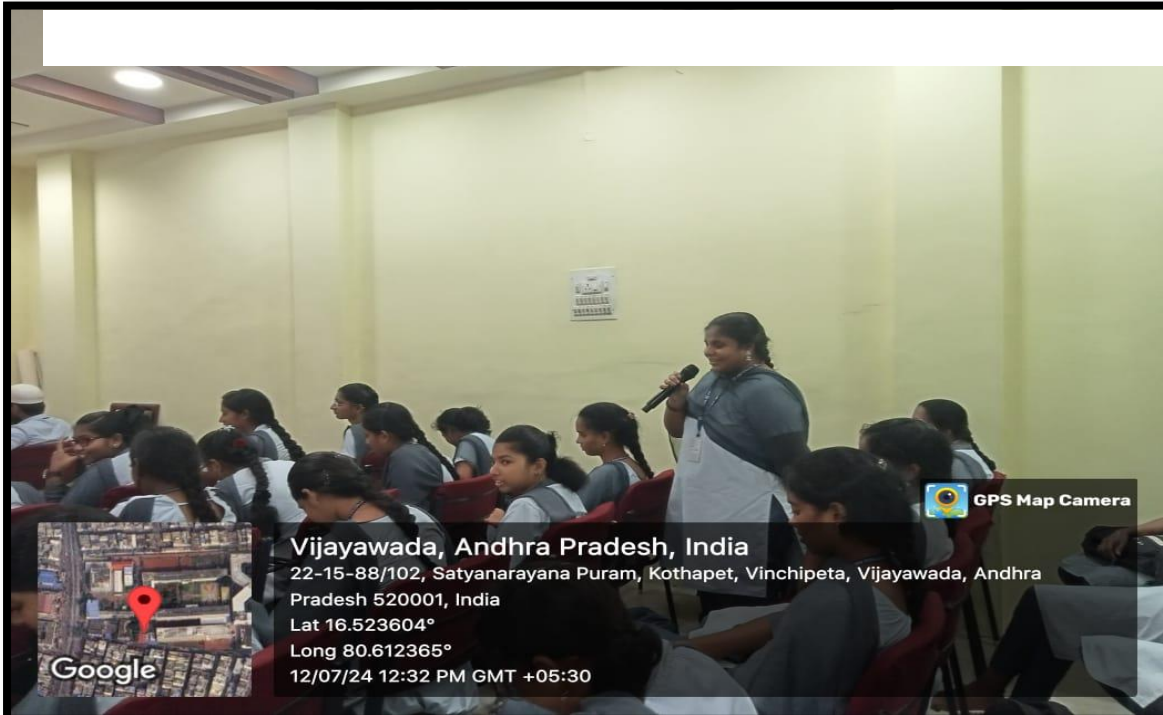
Steps to Conduct a Personal SWOT Analysis

Now, it's time for you to take action. Here are the steps to complete your SWOT analysis:

1. **Ask Yourself Questions:** Ask the right questions to determine your internal and external factors.
 - **Strengths:**
 - What do I enjoy doing?
 - What are my unique skills?
 - What skills do I have that others don't?
 - What do others see as my strengths?
 - **Weaknesses:**
 - What stops me from achieving my goal?
 - What do I need to improve to achieve my goal?
 - What are my bad habits?
 - **Opportunities:**
 - How can my network help me with my future career?
 - How can my skills fill the need in the industry I want to work in?
 - Is there any significant change in the industry I can take advantage of?
 - **Threats:**
 - Is my personality hurting my career path?
 - Are my peers doing a better job than I am in the same position?
 - Are there any skills my competitors have that I don't?

- Is my financial situation impacting my goal?
- 2. **List All Your Answers:** Be honest with yourself. The more detailed your points, the better you can determine future improvements.
- 3. **Ask Others for Their Opinions:** Although this is a self-assessment, asking others how they perceive you can uncover issues you might not have noticed. Our Career Service Center staff can support you as well!
- 4. **Gather Your Answers:** Write down everything to prevent missing points. You can always eliminate unimportant issues later.
- 5. **Determine Your Solutions:** Identify solutions that can help you achieve your goal. Ensure your answers are realistic and achievable.

He illustrated several illustrations and live examples to make students understand how important is to Know self and grow according for a better career. Dr V. Narayana Rao Principal of the college felicitated the Guest and Dr H. Narendra Kumar Head Department of English introduced the Resource Person 120 students along with other faculty member Mr B. Mohan Teja and Ms S. Santha Kumari participated in this Programme.







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Invitation

Guest Lecture on

“Understanding Self for Improving Academic and Personal Traits” (SWOC)

On Friday 12th July, 2024 | @ 11.00 A.M. to 12.30 P.M.

Venue: **U.G Seminar Hall**

Resource Person

Dr. A. Suresh Babu

Assistant Professor of English,
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Presided by

Dr. V. Narayana Rao

Principal, K.B.N. College.

Organized by

Department of English