

WAE



Digital

Be a Winner.....

Starting soon...
@ 6 pm

**Placement
Preparation
(7 Days)**

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Be a Winner.....

presents

Live Training of 7 Hours on Placement Interview Preparation

by



Mukesh Vyas

1-7-June
6-7-pm daily

on

You  Tube

CONTENTS

1. Resume Building
2. Resume Customization
3. LinkedIn Usage & Writing Cover Letters
4. Strength & Weakness Identification
5. Interview Preparation Techniques
6. Interview FAQ-Overview
7. Problem Solving Skills for Interviews

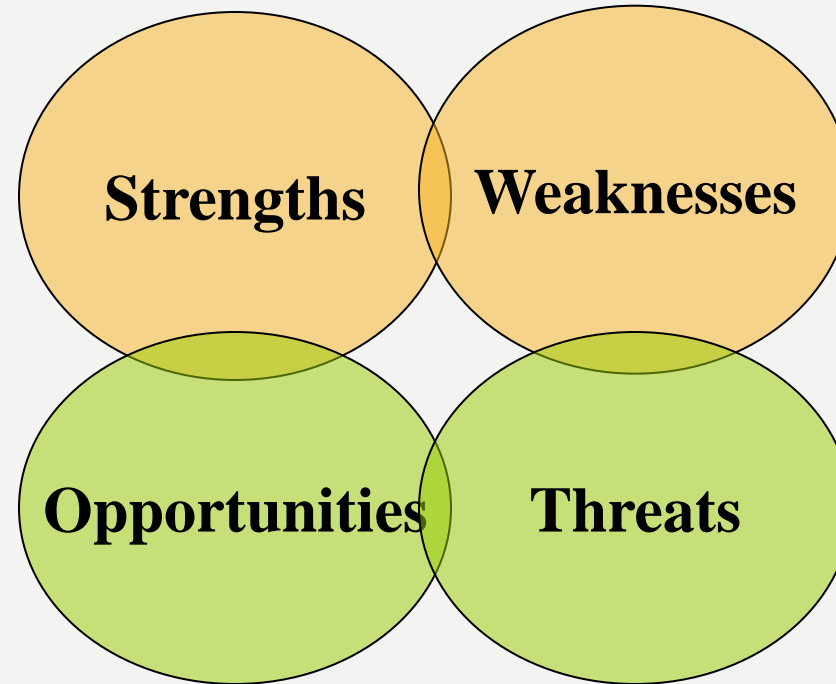
PERSONAL SWOT ANALYSIS



Objective: After this lecture participants will be able to identify internal and external factors that affect strengths, weaknesses, opportunities and threats to activities or operations.

INTRODUCTION

- Factors affecting an individual can usually be classified as:
- **Internal factors**
 - Strengths (**S**)
 - Weaknesses (**W**)
- **External factors**
 - Opportunities (**O**)
 - Threats (**T**)



NEED OF SWOT.....

1. Used in business management or Self Improvement.
2. SWOT analysis of people will help you make the most of your professional relationships.
3. Can be used for:
 1. Employees
 2. Potential employees
 3. Coworkers
 4. Business partners
 5. Prospective business partners
 6. Competitors
 7. Yourself

STRENGTHS

- When examining the strengths of a person or group, think about internal things such as
 - Skills
 - Experience
 - Education
 - Personality traits
- Ask the following questions in the same order and ask 2nd question only if answer to first is a Yes.
 1. Ask yourself what situations bring out the best in the person
 2. See what sets them apart from competition



WEAKNESSES

- Identifying the weaknesses of the person or group can be done by internal qualities that can be improved
 - What tasks that person normally avoids?
 - What are his negative work habits?
 - What will the people around him see as his weaknesses.



OPPORTUNITIES

- To discover the opportunities available for the person or group to take advantage of, think about:
 - Promotions that they may be qualified for
 - What training or educational opportunities they can take part in.
- Ask yourself what the person or group can do to enhance their strengths.



THREATS

- Identifying threats that face a person or group can be accomplished by looking at external things that may stop the person or group from reaching their goals. Think about:
 - The competition
 - Issues in the working environment
 - Changing demands of the workplace.
- Ask yourself if the person or group is lacking funds or equipment and if they can keep up with the next generation.



EXAMPLE

- **Strengths:**

- Mary has more than five years of customer service experience. She has excellent social skills, and is knowledgeable about our company's products and services.

- **Weaknesses:**

- Mary has not completed post-secondary school, and she becomes overwhelmed in a fast-paced environment.

- **Opportunities:**

- If hired, Mary could benefit from the scholarships provided by our company. She has been invited to a second interview with another company later this week.

- **Threats:**

- There are many other candidates applying for the same position as Mary is.





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