

Activity name: Personal S.W.O.T Analysis

Method: Individual
Materials Needed: Pen and paper
Duration: 10 mins

What is It?

In this activity, you are asked to identify the skills and knowledge you perceive yourself to be lacking.

Why Do It?

Identify the skills and knowledge you would need to develop if you were to start your own creative enterprise.

How to do It

Use the space below to identify your strengths and weaknesses in relation to business skills and knowledge.

My Strengths	My Weaknesses