

# Co-operative Education 120

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Hello Asia, Austin, Brandon, Calvin, Chloe, Emelia, Harley, Jayda, Logan, Tyler, and Valery! I hope you are getting outside to enjoy the sun while fitting some home learning into your day.

**NOTE:** If you are working towards a **Credit** in this course, instead of Enrolled on your transcript, please let me know so I can monitor your progress.

A **SWOT analysis** is a planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to decision-making. It is intended to identify the internal and external factors that are favorable and unfavorable to achieving objectives or goals. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful. Let's look at this a little closer.

[https://www.youtube.com/watch?v=goxMsPCs\\_z0](https://www.youtube.com/watch?v=goxMsPCs_z0)

[https://www.youtube.com/watch?v=9dlLw7\\_v\\_Do](https://www.youtube.com/watch?v=9dlLw7_v_Do)

- Complete a personal SWOT analysis relative to your career choice.

For example: **S**trengths – your skills and interests

**W**eaknesses – skills you may lack or tasks you dislike

**O**pportunities – ways to improve your skills

**T**hreats – challenges you may have to overcome

- What goals can you set for yourself after the analysis to help you to be more successful?

Although you were not at your work placement for long, you may have had a chance to start a SWOT analysis, by talking with some of the employees or maybe just through your observations.

- Try completing a SWOT analysis of the career you observed during your placement.

For example: **S**trengths – what is good or enjoyable about the job?

**W**eaknesses – what is not so good or difficult about the job?

**O**pportunities – what is the outlook for careers in this field or for new people entering this field?

**T**hreats – what might make working at this job challenging, dangerous, or risky?

GOOD THINGS COME TO THOSE  
WHO BELIEVE, BETTER THINGS  
COME TO THOSE WHO WAIT,  
AND THE BEST THINGS COME  
TO THOSE WHO DON'T GIVE UP.

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Have a great week,  
you've got this! 😊