



# Personal SWOT for CCE

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Salonic 2022

# What is a Personal SWOT?

- A **personal assessment** of one individual Strengths, Weaknesses, Opportunities and Threats
- What one discovers about him/herself?
- What makes you valuable?
- What areas do you need to improve?
- What things you can take advantage of?
- What threatens your ability to take advantage of opportunities?

# Why to do it?

- **Better know yourself**
  - In terms of S&W personal, entrepreneurial, managerial, educational, technical (as field of expertise)
- Identify your **career possibilities** (such as becoming an entrepreneur)
- Identify what **additional training you need** in order to excel in your chosen career

# How to do it?

- First, **You do it for you**. Identify your SWOTs
- **Next, ask a friend** about his opinions related to your SWOTs
- Or ask a **member of your family** about his opinions/ way to see you
- Or ask a **work colleague** about the way to see you
- **Finally, compare your assessment with theirs**

# Which person(s) to ask?

- One you **trust**
- One you **value his/ her opinion**
- Someone who can and will be **honest with you**
- Someone you will accept **constructive criticism** from
- Someone you will **listen**

# Definitions of S & W

- **Strengths** = **positive aspects internal to you** so under your control, a resource or capability useful for achieving your goals
  - Things you are very good to do
  - Something of value you can offer
- **Weakness** = **negative aspects internal to you** so under your control and that you can improve, an attribute or barrier to achieve your goals
  - Limited knowledge of a field, subject
  - Lack of experience

# Definitions of O and T

- **Opportunities = external conditions** that you consider to have **positive effects for you** (so, you might be able to take advantage from)
  - Available funding for start-ups, Timisoara European capital of culture, changes in the needs and wants of consumers,
- **Threats = external conditions** that are not under your control that you consider to have **negative effects for you**, damaging the scope of achieving your goals (so, you might be able to reduce the negative impact on you)
  - New competition,

# Personal SWOT Matrix

## (Target = entrepreneur)

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>Good education</li> <li>Technical expertise in a specific area</li> <li>Rich field, work experience</li> <li>Personal characteristics, positive self</li> <li>Good public image</li> <li>Good network, contacts</li> <li>Membership in associations, business groups,</li> <li>Leadership skills</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>Limited education, lower level</li> <li>Limited technical knowledge</li> <li>Lack of desired field, work experience</li> <li>Negative personal characteristics</li> <li>Negative self and public image</li> <li>Weak interpersonal skills, networking and communication skills</li> <li>Lack of contacts</li> <li>Not having goals</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>Positive trends in your field, area of work (growth)</li> <li>Enhancing education</li> <li>Ability to move geographically</li> <li>Availability of Internet</li> <li>Developing your network</li> <li>Enhancing your personal development</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>Negative trends in your field (decrease)</li> <li>Strong competition</li> <li>Barriers to education and training</li> <li>Limited ability to develop your network</li> <li>Economic crises</li> </ul>



# Check list 1

## Strengths

- Technical skills (specific to CCI)
- Business skills
- Soft skills (
- Industry-related knowledge (
- Networking skills
- Education (certifications, diploma
- Personal achievements (awards, projects,

## Weaknesses

- Technical skills (specific to CCI)
- Business skills
- Soft skills (
- Industry-related knowledge (
- Networking skills
- Education (certifications, diploma
- Personal achievements (awards, projects,

## Check list 2

### Opportunities

- Industry change, trends in consumer needs,
- Improve technical skills
- Improve industry knowledge
- Improve business skills
- Improve soft skills
- Increase education
- Other?

### Threats

- Change of Industry, in consumer needs trends
- Higher cost of education, training
- More Time (needed, having
- Personal related (Age, loss of contacts, gender, age, preferences, ability, health
- Other?

## And now? What to do with it?

- First, **Prioritize each of them** according to your personal criteria (importance)
- Next, **address each** category in the following order
  - 1. Address your personal weaknesses
  - 2. Seize the opportunities ,
  - 3. avoid or mitigate threats
  - 4. Strengthen your strenghts

# Address the weaknesses

- **Define your goals**
- Go to school or training
- Develop your technical, business skills
- Read books, specialty books
- Participate to industry events
- Identify a mentor

# Seize the opportunities

- Transferable skills to start your own business
- Think creatively (think outside the box)
- Read various sources about the Creative and Cultural Industries (CCIs) sector
- Do some research in CCIs and related fields (explore, be curious)
- Network a lot, talk to many people

# Avoid or mitigate threats

- **Manage your time better** (is limited 24/7)
- Eliminate your **self-made barriers to becoming an entrepreneur**
- Plan
- Do research
- Network a lot, interact, talk to many people

# Strengthen your strengths

- Focus to **improve weakest** strengths
- **Enhance the strongest**, too
- **Become a mentor** yourself, teach others
- Do a lot of networking

CONCLUSION



## Some useful tips

- Be persistent, it is not a quick fix,
- It takes a while to develop yourself
- Set personal goals for the short term, achieve them and celebrate success
- Ask “What do I want to do?”
- Ask “Where do I want to go from here?”

## Some useful tips

- **Explore several options** before deciding one, **there are always more ways than one!**
- Build your **network !**
- **Learn** new things, skills and **apply them!**
- Many people have many ideas, very few put them at work!

*End*

Thank you !



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