

## Unit -1

<b>Course Foundation</b>	<b>Ice-Breaker-</b> Activity on Group Introduction (Circle Activity)
	<b>Self- Realization</b> – Review on SWOC Analysis and self-Introspection
	<b>SMART Goals-</b> Preparation and presentation of Individual goal charts

Self-Awareness is the foundation to developing your emotional intelligence and the key to unlocking the door to creating the success you want. Self-awareness is having clear perception of your personality including your strength, weakness, thoughts, beliefs, motivation and emotion.

### Why develop Self Awareness?

- To make changes in thoughts and interpretations you make in mind
- Self-awareness is an important factor in achieving success
- Self -awareness is the first step in creating what you want to achieve in life.
- It allows you to see where your thoughts and beliefs are taking you in life.

One great method of developing a deeper level of self-awareness is by applying a personal SWOT Analysis.

Similarly, every organisation needs a clear strategy in place for growing its business. Similarly, every person needs a career focus and direction. But how do you know where & how to start? This is where SWOT analysis comes in useful. SWOT is the acronym for STRENGTH, WEAKNESS, OPPORTUNITIES, THREATS (challenge). So, by analysing these 4 areas of your career or business you will be able to focus on what really matters. At student level, you can use SWOT analysis to identify to develop your career.

SWOT is the foundation for evaluating the internal potential and limitations and the probable/likely opportunities and threats from the external environment. It views all positive and negative factors inside and outside the organisation or in personal analysis that affect the success. A consistent study of the environment helps in forecasting/predicting the changing trends and also helps in including them in the decision-making process of the organization or in self SWOT analysis.

A SWOT matrix is a framework for analysing your strengths and weaknesses as well as the opportunities and threats that you face. This helps you focus on your strengths, minimize your weaknesses, and take the greatest possible advantage of opportunities available to you.

-----INTERNAL FACTORS-----

STRENGTH	WEAKNESS
OPPORTUNITIES	THREATS

-----External Factors-----

An overview of the four factors (Strengths, Weaknesses, Opportunities and Threats) is given below-

1. **Strengths** - Strengths are the qualities that enable us to accomplish our mission or organisation goal. These are the basis on which continued success can be made and sustained.

Strengths can be either tangible or intangible. These are what you are well-versed in or what you have expertise in, the traits and qualities your employees possess (individually and as a team)

Strengths are the beneficial aspects of the organization which includes human competencies, process capabilities, financial resources, products and services, customer goodwill and brand loyalty. Examples of

organizational strengths are huge financial resources, broad product line, no debt, committed employees, etc. It can be a competitive advantage like:

1. Positive attitude
2. Focused
3. Ability to learn or quick learner
4. Good sense of responsibility
5. Supporting environment (family, friends)
6. Strong determination.

**Weaknesses** - Weaknesses are the qualities that prevent us from accomplishing our mission and achieving our full potential. These weaknesses hamper and affects negatively on the organizational or on personal success and growth. Weaknesses are the factors which do not meet the standards we feel they should meet.

Weaknesses in an organization may be depreciating machinery, insufficient research and development facilities, narrow product range, poor decision-making, etc. Weaknesses are controllable. They must be minimized and eliminated. For instance - to overcome obsolete (old, outdated) machinery, new machinery can be purchased. Other examples of organizational weaknesses are huge debts or loans, high employee turnover (employee quit jobs), complex decision-making process, narrow product range, large wastage of raw materials, etc.

A weakness can be disadvantage to any person such as:

1. Procrastination
2. Poor time management
3. Non-supportive environment
4. Irresponsible
5. Complex goals
6. Lazy
7. Poor networking skills
8. Loans
9. Poor knowledge in money management.
10. Poor technical basic skills

**Opportunities** - Opportunities are presented by the environment within which any organization operates. These arise when an organization can take benefit of conditions in its environment to plan and execute strategies that enable it to become more profitable. Organizations can gain competitive advantage by making use of opportunities.

Organization should be careful and recognize the opportunities and grasp them whenever they arise. Opportunities may arise from market, competition, industry/government and technology, increasing demand etc.

An opportunity at personal or student level can be:

1. Reputed institution
2. Scholarships
3. Good mentor & guides
4. Internships
5. Campus job events
6. Webinars, seminars
7. Course certifications
8. Industry interactions
9. Hackathons

**Threats** - Threats arise when conditions in external environment jeopardize (to put something in doubt or loss) the reliability and profitability of the organization's business. Threats are uncontrollable. When a threat comes, the stability and survival can be at stake. Examples of threats are - unrest among employees; ever changing technology; increasing competition leading to excess capacity, price wars and reducing industry profits; etc.

A Threat at personal level can be listed as:

1. Health problems
2. Jobless due to recession
3. Technology volatility
4. No demand in skills
5. Change in technology & thereby no relevant skills

## How to write SWOT analysis for students?

While doing a SWOT analysis, students need not follow the same order of identifying strengths first, then weaknesses. Here is a process that students can follow to start.

- I. **Identify Goals:** The first step should be to identify the end goal. A student should be fully aware of what they are working towards to achieve it. A goal should be such that it is achievable, reliable, and with a time frame. Having dreams with no deadline to accomplish will leave you feeling lazy.
- II. **Identify Strengths and Weaknesses:** Now that you have defined goals for yourself, list down the strengths and weaknesses to help or prevent you from achieving them. No one knows you better than yourself, so writing down strengths and shortcomings relating to a goal should not be a task. If you are not sure, you can always consult a friend or a mentor to help you with your strong and weak points.
- III. **Identify Opportunities:** List down things that you think will enable you to achieve your goals faster. These are usually external factors that you can leverage for yourself to move ahead in your career. Only if you're clear on your plan, you can identify an opportunity that will help you move closer to accomplishing your aim.
- IV. **Identify Threats:** Threats, however, can be external or internal. Since we covered internal threats in the weakness quadrant of SWOT, here list down external threats. These threats will act as obstacles between you and your objective. Only if you would have identified threats clearly, you can plan a counteract for them.
- V. **Prioritize:** Once you have completed writing your SWOT, review the probe and make changes if required. Viewing the SWOT should give you a clear understanding of what you need to prioritize. Look at all four areas of the SWOT analysis and start working towards your goal accordingly.

### Uses of an academic SWOT analysis.

- VI. Understanding yourself better
- VII. Building on strengths
- VIII. Eradicating weaknesses
- IX. Leveraging opportunities
- X. Counteracting threats
- XI. Time management
- XII. Jumping from one completed goal to another

**As a student** you must be conscious of your strength & weaknesses to achieve your goals & to seize opportunities. The importance of performing student SWOT analysis is that it helps in the following ways:

1. Making appropriate & corrective decisions for exploring various opportunities
2. Having a clear understanding of your goals
3. Making appropriate changes in the plan to accommodate possibilities
4. Understanding personal choices to counteract threats.
5. Keeps you aware of the short-comings & acts as a motivation.
6. Helps in utilizing available resources to the best of your ability.
7. Reviewing options & prioritizing the options available.

### Advantages of SWOT Analysis

SWOT Analysis is instrumental in strategy formulation and selection. It is a strong tool, but it involves a great subjective element. It is best when used as a guide, and not as a prescription. Successful businesses build on their strengths, correct their weakness and protect against internal weaknesses and external threats. They also keep a watch on their overall business environment and recognize and exploit new opportunities faster than its competitors.

Working on SWOT analysis will help you figure out the short-comings & provide a clear picture of goals. Regular analysis keeps you on your toes for any possible challenges to come.

**SWOT Analysis helps in strategic planning in following manner for an organisation-**

- a. It is a source of information for strategic planning.
- b. Builds organization's strengths.
- c. Reverse its weaknesses.
- d. Maximize its response to opportunities.
- e. Overcome organization's threats.
- f. It helps in identifying core competencies of the firm.
- g. It helps in setting of objectives for strategic planning.

SWOT Analysis provide information that helps in synchronizing the organisations resources and capabilities with the competitive environment in which the firm operates.

**Conclusion**

Performing a SWOT analysis for students will make you face reality. You will know what your goal is and where you currently stand. The journey to your aim will become more straightforward when you have a plan to implement. With the SWOT analysis help, you would have identified your vital areas and will know what needs more work.

\*\*\*\*\*

# SMART GOALS

## What is goal setting?

Whether they're personal or professional, linked to a new start or part of a regular process, setting and defining goals is something that we often do without really examining why. Goal setting is a powerful process for thinking about an ideal future to achieve success, and for creating the motivation (in ourselves or in others) to **turn our vision into reality**.

As an individual, setting goals improves your performance and your well-being.

## The benefits of goal setting

So why does goal setting have such a powerful effect?

1. The first benefit of setting a goal is that it creates purpose.
2. Secondly, setting a goal highlights a gap between what we are doing and what we want or expect ourselves to do. Hence ultimately being aware of that gap.

## SMART goal setting

Goals are part of every aspect of business & life and provide a sense of direction, motivation, a clear focus, and clarify importance. By setting goals, you are providing yourself with a target to aim for. A SMART goal is used to help guide our goal setting. SMART is an acronym that stands for Specific, Measurable, Achievable, Realistic, and Timely. Therefore, a SMART goal incorporates all of these criteria to help focus your efforts and increase the chances of achieving your goal.

## SMART goals are:

- **Specific:** Well-defined, clear, and unambiguous
- **Measurable:** With specific criteria that measure your progress toward the accomplishment of the goal
- **Achievable:** Attainable and not impossible to achieve
- **Realistic:** Within reach, realistic, and relevant to your life purpose
- **Timely:** With a clearly defined timeline, including a starting date and a target date. The purpose is to create urgency.

## SMART Goal – Specific

Goals that are specific have a significantly greater chance of being accomplished. To make a goal specific, the five “W” questions must be considered:

1. Who: Who is involved in this goal?
2. What: What do I want to accomplish?
3. Where: Where is this goal to be achieved?
4. When: When do I want to achieve this goal?
5. Why: Why do I want to achieve this goal?

## SMART Goal – Measurable

A SMART goal must have criteria for measuring progress. If there are no criteria, you will not be able to determine your progress and if you are on track to reach your goal. To make a goal measurable, ask yourself:

1. How many/much?
2. How do I know if I have reached my goal?
3. What is my indicator of progress?

## SMART Goal – Achievable

A SMART goal must be achievable and attainable. This will help you figure out ways you can realize that goal and work towards it. The achievability of the goal should be stretched to make you feel challenged, but defined well enough that you can actually achieve it. Ask yourself:

1. Do I have the resources and capabilities to achieve the goal? If not, what am I missing?
2. Have others done it successfully before?

## SMART Goal – Realistic

A SMART goal must be realistic in that the goal can be realistically achieved given the available resources and time. A SMART goal is likely realistic if you believe that it can be accomplished. Ask yourself:

1. Is the goal realistic and within reach?

2. Is the goal reachable, given the time and resources?
3. Are you able to commit to achieving the goal?

## SMART Goal – Timely

A SMART goal must be time-bound in that it has a start and finish date. If the goal is not time-constrained, there will be no sense of urgency and, therefore, less motivation to achieve the goal. Ask yourself:

1. Does my goal have a deadline?
2. By when do you want to achieve your goal?

Example:

- 1) **Bad goal:** I want to lose weight

**SMART Goal:** I want to lose 10 kg by December 31st 2021. I will perform a 30 mins of cardio and 30 mins of strength training per day, 5 times a week and I will only eat starchy carbohydrates 3 times a week.

## Why are SMART goals important?

- 1) SMART goals are important because they give your goals a required structure.
- 2) It ensures that your goals receive the exact energy and focus that is required.
- 3) It also ensures a defined schedule that enables us to work towards achieving the smart goal, without any stress.
- 4) It induces self-discipline and drives the importance of prioritization.
- 5) Clarifies your end vision
- 6) Let's you focus and prevent your from other distractions in day to day activities.
- 7) Instils self-discipline
- 8) Reminds you of your priorities
- 9) Helps manage your time and help you become adaptable under work pressure.
- 10) Gives a sense of satisfaction

Examples of Specific Goal Setting. Students will require to convert below goals using SMART goal setting framework.

Incorrect	Correct
To lose weight	To lose 10kg weight
To read more books	To read 15 books
To increase sales	To increase sales by 10%
To earn more money	To earn extra Rs.20,000/-by end of the year

- 1) I am going to be happier
- 2) I am going to increase my savings
- 3) I will go on 30 job interviews per month
- 4) I will be at a healthy weight someday.

Explain the above Goals, and write in the correct format by applying SMART framework.

\*\*\*\*\*