MODULE: SWOT ANALYSIS (STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS)

**MENTor Guide**

# Checklist

### Prior to meeting with mentee(s)

* Assign mentee(s) an article to read prior to meeting. Three examples are provided with this module. Any may be used, or choose an article relevant to your area of research. Note that sample SWOT analyses are provided for each.
* Review the SWOT Analysis handout, focusing on the definitions for Strengths, Weaknesses, Opportunities, and Threats
* If you plan to give your mentee(s) articles relevant to your work (as opposed to the ones referenced in this module), develop an example SWOT analysis for those articles. The key will help your mentees understand the construction of a good SWOT.
* Decide if you plan to assign the mentee an additional publication for their own SWOT analysis or if you plan to allow them to select a publication for this purpose.

### Discussion with mentee(s)

* Ask mentee(s) to read through the SWOT Analysis handout provided with this module
* Emphasize the definitions of Strengths, Weaknesses, Opportunities, and Threats. An example may be useful in providing context for these definitions
* Referring to the assigned research paper reading, ask mentee(s) to conduct a SWOT analysis of the article – define your expectation of the deliverable – do you expect verbal or written presentation of the SWOT analysis? Note that a SWOT worksheet template is provided (amenable to a mentee first learning about SWOT analysis) as is a powerpoint template (amenable to a mentee who understands the SWOT mechanics and is gaining experience in formal presentation).
* Discuss the results of the mentee(s) SWOT analysis
* Consider asking mentees to complete another SWOT analysis on a research article of their choice
* Consider a different option – ask the mentee to complete a SWOT analysis of his/her research experience with you and couple the SWOT analysis with some thoughts as to how the research experience has affected them (e.g. career path, personal growth, technical knowledge, etc.) and what lessons they have learned.
* Ask mentees to complete the Five-Minute Reflection following completion of all module activities. Their reflections will allow you to assess areas where they need more guidance.

# Suggested Schedule

1. Mentor, contact mentee(s) to assign reading of one research article (provided through module or provided by mentor)
2. Schedule mentor-mentee meeting
3. Read and discuss definitions provided about SWOT analysis
4. Have mentee(s) apply definitions to pre-meeting reading (i.e. conduct a SWOT analysis) and discuss outcomes of the analysis
5. Review the completed Five-Minute Reflection and discuss any points of confusion