

SUGIYANA



SWOT ANALYSIS FOR ATHLETES

Many companies and organizations use SWOT-analysis because it is an effective tool where you list Strengths, Weaknesses, Opportunities and Threats towards the organization. However, we should note that for this very purpose we wrote Threats or obstacles. But it is not only companies that use SWOT analysis, nor should it be limited to companies or organizations. Using SWOT makes us more aware of how we are as players. Doing SWOT-analysis, whether you are studying, working or playing sports, has great advantages. It is open to interpretation to list what one's strengths are and likewise on the other three parts. Below is an example of what a SWOT analysis might look like for a badminton player.

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Dangerous from back court ● A lot of time to practice ● Loves badminton and training in general ● Tactical awareness ● Fast 	<ul style="list-style-type: none"> ● Stamina/endurance ● Service situation (return and serve) ● Lifts too much ● Can't keep good length ● Nervous late in games
Opportunities	Threat (obstacles)
<ul style="list-style-type: none"> ● Can spend a lot of time on practice ● Not hard to develop better serve ● A lot of knowledge about how to train for strength 	<ul style="list-style-type: none"> ● Limited financial stability for practice and competition as well as finding personal trainer ● Gets injured easily ● Don't like long distance running or long steady state cardio

As you see above, this player has a lot of opportunities. Getting a part-time job might be enough to hire a personal trainer and since the person had a lot of free time this should be fine. As you see, the whole goal is to find solutions to your problems and find ways to improve as an athlete and badminton player.

Strengths	Weaknesses
Opportunities	Threat (obstacles)