

SWAYAM ANALYTICS PVT. LTD.

स्वायाम

Swayam

PERSONALITY DECODED

Psychometric Personality Assessment Platform

# SWOT Analysis for Undergrad Students

A CASE STUDY

# INTRODUCTION

- As an adult, one needs to make many decisions about oneself.
- To ensure wise decisions, self-awareness is key.
- Knowing one's needs and dreams leads to success in education, work and life.
- Self-awareness aids in choosing the right roles and excelling in them.
- This self-awareness enhances one's understanding of their Self and their strengths, weaknesses, passions and dreams.
- This helps in identifying job roles that demand certain traits and personality types needed to fulfil them – leading to applying to only those jobs that require one's specific strengths and dominant traits & personality type.
- This understanding helps in writing brilliant Statement of Purpose essays (SoP's) while applying abroad for university admissions.

# BENEFITS OF SELF-GROWTH REPORT

- Understand one's dominant physiological nature and psychological attributes.
- Social Desirability Spectrum reflects whether one has answered the tests honestly or have tried to manipulate them.
- Stress levels over the past few months are mentioned – that indicates that the individual needs to take care and seek help if Stress is high.
- Enablers are strength traits that drive growth in the individual.
- Inhibitors are weak traits that hinder growth in the individual.
- Free, online curated resources in every report, provides valuable help to overcome one's inhibiting traits to develop their personality.

# BENEFITS OF SELF-GROWTH REPORT

- This insight drives self-improvement, which can be accomplished through free online resources, customized to each individual, provided in their report.
- This insight is helpful to know which job roles to apply for – based on the traits and personality criteria required to fulfil those jobs.
- This insight adds value to those applying to get into foreign universities – to help them craft Statement of Purpose (SoP) essays that talk about one's strengths, passion and goals and how this ties in with the course they are applying for.
  - This methodology is unique, personalized and gives a better perspective to the admissions' office of universities to have a higher possibility of being admitted to the desired courses.

## TESTIMONIAL

As a parent who also works in the education space, I understand the pressures that Engineering students go to when it comes to planning their future. From facing interviews to gaining admission into top universities for their higher studies, a little help goes a long way. **That's where Swayam is a lifesaver.** Their comprehensive tests help students make informed decisions based on their own strengths and weaknesses. I cannot recommend the Swayam personality assessment tests enough. My daughter understands her strengths now and truly has enough data to make an informed choice when it comes to her career.



Dr. Gayathri Reddy,  
Regional Director,  
Visvesvaraya Technological University,  
Regional Office Bengaluru

## TESTIMONIAL

When it came to pursuing my higher studies, getting into an Ivy League college had always been my dream. What many people don't realize is that cracking the entrance exam is one of many challenges! Crafting a unique, memorable and honest SOP is important to get inside! I took the Swayam tests to get better insights about my personality and the SWOC analysis really helped me objectively analyze and evaluate myself. This helped me get into the Ivy League university of my dreams. Kudos to Dr. Shilpa Datar and the team at Swayam for their helpful and accurate tests!



Vikram\*  
Engineering Student  
Bengaluru

\*Name changed upon request, picture is for representative purpose only.

# SWAYAM 's APPROACH

- Swayam uses psychometric assessments for self-understanding and helping individuals identify which job roles to apply to based on one's strengths and dominant trait & personality type.
- This self-understanding provides individuals with material to write about their strengths and passions and why they are interested in pursuing certain careers in a personalized way that stands out while applying to get admitted in foreign universities.

## **The report includes:**

- Dominant physiological and psychological type, and their dominant traits.
- Social Desirability Spectrum.
- Stress Levels.
- Their Enabler and Inhibitor traits.
- Customized resources to overcome their Inhibitor traits.
- Self-Development Worksheets.



## ABOUT SWAYAM

- Swayam is the outcome of 22+ years of experience and 12 + years of pre and post-doctoral research by our Founder-Director, Dr Shilpa Datar. These tests have been used by national and international Universities as part of their research in people behaviour and analysis, and have been presented at various international forums like Bank of America Merrill Lynch, and are accredited by Indian Institute of Business Psychology.
- The tests at Swayam are the only ones in the world analysing physiological, psychological & ethical aspects of behaviour making it holistic, in-depth, and comprehensive while offering unparalleled accuracy in decoding behaviour. This results in detailed, multi-layered interpretations without the need to take multiple tests.
- Swayam reports have a min. accuracy of 80% which organizations can depend on as it is backed by science and data to help them take critical decisions that save money, time and effort with confidence.

# THANK YOU!



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