

Introduction to ...

S.W.O.T.

ANALYSIS

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Evaluating your fitness level

Count the number of "yes"

18-20 Congratulations! You're in good shape.

12-17 You are moving, but you need to step it up.

An action-oriented plan with clear-cut milestones will help you clear the hurdles.

6-11 It's time to start a career fitness program.

You choose the course and set the pace.

**The world of work has changed, and you need to keep up.
Now is the time to get in condition. Start today!**

WELCOME TO THE
JOB SEARCH
WORKOUT #2

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Career Development Model...

1

Assess your skills, interests, abilities, values, personality, aptitude education, experience, motivation.

S.W.O.T.

2

Explore career fields and occupations found in the San Diego Region. Learn about the local labor market.

L.M.I.

3

Decide what you are going to do. Be specific. Set goals. Create a timeline. Keep track of your progress.

**S.M.A.R.T.
C.A.P.**

4

**Act.
Train.
Seek work.
Network.
Apply.
Interview.
Follow-up.
Apply.
Apply.
Apply.**

KS&A

S=SKILLS

**LAST WEEK IN
THE WORKOUT...**

**Learning the three types of skills employers value
Integrating soft skills into the classroom**

S=SKILLS³

SOFT – self-management

HARD – job specific

and

TRANSFERABLE - portable

HARD SKILLS: Job specific

Tell tale signs that a skill is a HARD skill:

**Technical
Equipment
Certificates
Credentials**

**Jargon
Processes
Licenses
Degrees**

SOFT SKILLS: What are they?

Natural-born talent

Self-taught / learned

Non-technical

Personal

San Diego Employers Want....

Commitment to life-long learning

Problem solving skills

Customer service skills

Ability to think creatively

Ability to keep current with changing technologies

Ability to work as a member of the a team

Ability to work across teams

Motivational skills

Knowledge of various cultural backgrounds

Ability to perform detailed and accurate work

Verbal and written communication skills

Interpersonal skills

San Diego Employers Want....

Ability to work independently

Multi-tasking skills

Ability to prioritize multiple projects

Organizational/project management skills

Analytical skills

Ability to follow verbal and written directions

Knowledge of business writing procedures

Ability to keep accurate records

Ability to meet deadlines and work under pressure

Ability to manage diverse workforce including youth

1. Creativity and Innovation

2. Valuing Diversity

3. Navigating Technology

4. Effective Listening

5. Verbal Communication

6. Employability: time management, organizational skills, attitudes, conflict resolution.

1. Service Orientation

2. Interpersonal Skills for Building Teamwork



- 1. Strong Work Ethic**
- 2. Positive Attitude**
- 3. Good Communication Skills**
- 4. Time Management Abilities**
- 5. Problem-Solving Skills**
- 6. Acting as a Team Player**
- 7. Self-Confidence**
- 8. Ability to Accept and Learn From Criticism**
- 9. Flexibility/Adaptability**
- 10. Working Well Under Pressure**

AOL Jobs

TRANSFERABLE SKILLS: Portable

Informal or formal life/work experiences

Schoolwork across all disciplines/subjects

All of your past work experiences

How transferable are skills...

The challenge is to calculate the degree of transferability from one job to the next.

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S.W.O.T

Strengths – internal advantages

Weaknesses – internal disadvantage

Opportunities – external

Threats – external trouble

P.E.S.T.E.L.

Political

taxes, labor law, regulations, government funding

Economic

consumer spending, interest rates, inflation, stock market, oil \$

Social

aging population, social priorities, moral trends

Technological

automation, pace of change

Environmental

weather, energy costs, impact of ecology

Legal

discrimination, consumer, employment, safety, health

internal STRENGTHS	internal WEAKNESSES
external OPPORTUNITIES	external THREATS

STRENGTHS

**It's a YOU...what you have to offer
related to the job you are
seeking**

WEAKNESSES

**It's what you don't have...what you
need to be more competitive.**

OPPORTUNITIES

**It's about trends in your line of
work...labor market
conditions...ways to increase
your visibility...**

THREATS

**Awareness if not first hand
knowledge of PESTEL and
changing conditions that will
interfere with your progress...**

STRENGTHS

1.

WEAKNESSES

1.

OPPORTUNITIES

1.

THREATS

1.