

Career SWOT Analysis Overview

Many business organizations use a SWOT analysis when planning future strategies. You can use the concept to plan your career or to conduct a more effective job search. It can be an important part of assessing yourself.

A SWOT analysis is a structured review using four criteria: Internal Strengths and Weaknesses; External Opportunities and Threats. This worksheet presents a simple tool to conduct a very cursory SWOT that you may find helpful.

Source: http://www.quintcareers.com/SWOT_Analysis.html

<p>STRENGTHS – helpful to achieving the objective</p> <p>What are you good at? What have you gained from past experiences? What are you confident about?</p> <p>Hard Skills and Soft Skills – and Transferability of them to a specific job objective Positive personal characteristics – good reputation</p>	<p>WEAKNESSES – harmful to achieving the objective</p> <p>Where are you vulnerable? What else do you need to do or learn? What’s missing from your skill set? What can you improve upon?</p> <p>Lack of experience, out-dated skills Unrelated work experiences Unverifiable skills set Negative personal characteristics</p>
<p>Internal Origin</p> <p>Attributes of the Job Seeker</p>	
<p>External Origin</p> <p>Attributes of the Job Market</p>	
<p>OPPORTUNITIES – to discover and take advantage of</p> <p>How will you use what you have learned in the past? What is the potential for growth?</p> <p>Professional development activities Promotional opportunities Continuing education in your field</p>	<p>THREATS – to become aware of and minimize</p> <p>What might undermine your course of action? What obstacles might get in your way?</p> <p>Lack of training or professional development Competition due to economy Other candidates with better job search skills</p>

Career SWOT Analysis Worksheet

INTERNAL STRENGTHS – helpful to achieving the objective

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

INTERNAL WEAKNESSES – harmful to achieving the objective

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

EXTERNAL OPPORTUNITIES – to identify and take advantage of

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

EXTERNAL THREATS – to become aware of and minimize

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____