

# 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](http://www.quintcareers.com/SWOT_Analysis.html)

<p><b>STRENGTHS – helpful to achieving the objective</b></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><b>WEAKNESSES – harmful to achieving the objective</b></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><b>Internal Origin</b></p> <p><b>Attributes of the Job Seeker</b></p>	
<p><b>External Origin</b></p> <p><b>Attributes of the Job Market</b></p>	
<p><b>OPPORTUNITIES – to discover and take advantage of</b></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><b>THREATS – to become aware of and minimize</b></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**

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**INTERNAL WEAKNESSES – harmful to achieving the objective**

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**EXTERNAL OPPORTUNITIES – to identify and take advantage of**

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**EXTERNAL THREATS – to become aware of and minimize**

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