

SWOT *Analysis*

Use the SWOT Analysis to identify your internal strengths and weakness.

Also, look at your external environment as it is now to identify your opportunities and threats. Reference the examples below to help you explore where you are and where you want to be.

NOTE: Some example may apply to more than one section or not at all.

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Strengths

What are some things I do exceptionally well in my current role?

Examples:

- Work experience
- Education
- Technical expertise
- Transferrable skills
- Personal characteristics
- Good networking contacts
- Associations and/or business groups



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Weaknesses

What are some things that I could improve upon?

Examples:

- Lack of work experience
- Limited education
- Limited technical knowledge
- Lack of job knowledge
- Weak interpersonal skills
- Negative personal characteristics



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Opportunities

What features in my (current/projected) career field could I use to my advantage?

Examples:

- Positive trends
- Enhancing education
- Fields in need of your skills
- Willingness to travel or relocate
- Strengthening your network
- Using skills in a different way
- Enhancing personal and professional development



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Threats

What features in my (current/projected) career field may operate to my disadvantage?

Examples:

- Negative trends
- Competitive environment
- Training and education obstacles
- Limited advancement
- Too few advancement opportunities
- Minimal opportunity in geographic area


