

Personal SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities and Threats,

Generally the term is applied to organizations. Strategy and marketing departments draw up SWOT charts to represent complex information, and then draw up a “game” plan.

Examples of sites that describe SWOT analysis in detail include:

<http://erc.msh.org/quality/ittools/itswot.cfm>

http://www.quintcareers.com/SWOT_sample.html

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

SWOT Analysis

I N T E R N A L	Your Strengths	Your Weaknesses
	Opportunities in Your Career Field	Threats in Your Career Field

Strengths

Strengths are your personal, positive attributes and selling points. Examples include:

- Positive personal traits.
- Relevant skills, competencies, knowledge and work experience.
- A solid education.
- A strong network.
- Commitment, enthusiasm and passion for your field.
- Patents
- Knowledge of foreign languages
- Work experience abroad on in certain industry

- Awards and recognition
- Publications

Weaknesses

Weaknesses are your personal negative attributes. Examples include:

- Negative personal characteristics and poor work habits.
- Possible health issues
- Lack of resources, e.g. a car which would increase your commute time or disqualify you from certain jobs
- A lack of work experience or relevant experience.
- A lack of education.
- No network or a small one.
- A lack of direction or focus.
- Weak professional or career-management skills.

Opportunities

Opportunities are external events that you can potentially leverage but have no control over them. Examples include:

- Favorable industry or economic trends.
- Family or friends who work at successful companies, and who may recommend you for a job
- Emerging demand for a skill that you possess.
- New business opening up close to your home

Threats

Threats are external events that may work against you and require you to take protective action. Examples include:

- Industry restructuring and consolidation.
- Changing market requirements and their impact on your employer.
- Changing professional standards that you don't meet.
- Reduced demand for one of your skills.
- Evolving technologies you're unprepared for.
- The emergence of a competitor, either to your company or to you personally.
- A company decision maker who does not like or support you.

Revisit and update your SWOT chart periodically to assess whether you are taking advantage of emerging opportunities and preparing for possible threats to your and your family's welfare.