

Sample SWOT and GAP Analyses and Worksheet

A key tool in the strategic planning process can also be applied to career planning. This tool is a marketing analysis using the SWOT Technique. A SWOT analysis focuses on the internal and external environments, examining strengths and weaknesses in the internal environment and opportunities and threats in the external environment. Imagine your SWOT analysis to be structured like the table below.

Use what you learned in the SWOT analysis to focus on the part you have control over: your weaknesses. Also use it to be aware of external threats in your career field and to clarify your strengths and opportunities. Use the Gap Analysis and Action Plan to start bridging the gaps.

SWOT ANALYSIS		
INTERNAL you can control	Strengths you have <ul style="list-style-type: none"> • skills, knowledge, abilities • work experience • positive characteristics • network of connections 	Weaknesses you have <ul style="list-style-type: none"> • lack of certain skills, etc. • lack of certain experience • negative characteristics • lack of goals and / or education
EXTERNAL you can't control	Opportunities in your career field <ul style="list-style-type: none"> • likelihood of job growth • chances to increase skills • chances for advancement 	Threats in your career field <ul style="list-style-type: none"> • likelihood of downsizing • amount of competition for jobs • dead-end type of work

GAP ANALYSIS and ACTION PLAN					
Employer Needs (job requirements)	I Have (skills, knowledge)	Gaps (difference)	Action Needed (steps to bridge gap)	Who Can Help? (people I know)	Timeframe (start / finish)
e.g. know spreadsheet software	know only word processing	software knowledge	enroll in short course at community college	Silvia will babysit while I'm at class	June 5 - July 8

The result is:

The type of job I'm looking for is: _____

SWOT Analysis Worksheet

Strengths: What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses: What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities: What good opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats: What trends could harm you? What is your competition doing? What threats do your weaknesses expose you to?

Gap Analysis

Employer Needs (job requirements)	I Have (skills, knowledge)	Gaps (difference)	Action Needed (steps to bridge gap)	Who Can Help? (people I know)	Timeframe (start/finish)

The result is:

The type of job I'm looking for is: _____