

Solve Problems

SWOT Analysis

A SWOT analysis is a common business tool, but it can also be used for personal analysis. Take a few minutes to review the information. Then answer the questions to fill in your personal career SWOT.

Start with **internal strengths and weaknesses** — these are the things you can control.

Then move on to **external opportunities and threats**—these are things you cannot control but have to adjust to.

Strengths

These are the **internal positives** you can control and on which you can capitalize (good writing skills, excellent interpersonal skills, very organized).

What do you do well? _____

What unique strengths/talents do you have?

What do others see as your strengths? _____

Weaknesses

These are the **internal negatives** you can control and which you can work to improve (poor math skills, weak public speaker).

What do you want to improve? _____

What gaps in skills or knowledge do you have?

What should you avoid doing?

Opportunities

These are **positive external** conditions that you can take advantage of (big demand for health care workers, green careers growing, good education and training available).

What opportunities do you have? _____

What current trends could you take advantage of?

Who could help you be more successful?

Threats

These are **negative external** conditions you can't control but whose effect you can lessen (high unemployment, highly competitive job market, people with better skills).

What obstacles do you face? _____

What is your competition doing?

How could you use this tool to help you buy a car; go back to school; save more money? _____

Give one example of how you could use this tool at work. _____