

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 threat T—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. _____