

Workplace Learning Solutions LLC

Managing Your Career

Personal S.W.O.T. Analysis

Reference Materials Used from www.MindTools.com

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WLS



“The first essential in a boy's [girl's] career is to find out what he's [she's] fitted for, what he's [she's] most capable of doing and doing with a relish.”

Charles M. Schwab, American Industrialist

Introduction:

The key to a successful career lies in knowing what you are good at and what you like to do, and then putting all your energies into becoming the best at what you do.

S.W.O.T. [ing] yourself can be one of the most revealing things you'll ever do for yourself. Not only will you have clarity about your strengths and developmental needs, but you will also be able to identify where the opportunities are for you, and also identify and address any threats that might interfere with your success.

The following exercise is a personal S.W.O.T. analysis. Review the sample S.W.O.T on page 3 and the list of questions on page 4 to prepare you for a thorough self-analysis. Complete your analysis on pages 5 and 6.

Below is a sample S.W.O.T Analysis. Review it for ideas of what your completed analysis might look like.

<p>What are your STRENGTHS?</p> <p>Example:</p> <ul style="list-style-type: none">• I'm very creative.• I often impress clients with my ideas for their brands.• I have great communication skills• I relate well with my clients and teammates.• I have the ability to ask key questions to find just the right marketing angle.• I'm completely committed to the success of a client's brand.	<p>What are your WEAKNESSES or “AREAS OF OPPORTUNITY”?</p> <p>Example:</p> <ul style="list-style-type: none">• I tend to move too quickly to complete task which often impacts the quality of my work.• I often stress out when I have to juggle multiple responsibilities.• Presenting to a room full of people really makes me nervous and causes me great anxiety.
<p>What OPPORTUNITIES exist for you?</p> <p>Example:</p> <ul style="list-style-type: none">• The company is expanding by entering new markets creating new openings and the potential for promotions.• Attending industry conferences to expand my network and take advantage of training.• A recent vacancy in my department has allowed me to step into a leadership role, which is a great career development opportunity for me.	<p>What are the THREATS to your success?</p> <p>Example:</p> <ul style="list-style-type: none">• My colleague absolutely enjoys being in the limelight and he is my competition for the regional opening when the company expands.• Stepping into that leadership role has significantly increased my workload and as a result my “regular” duties are negatively impacted.• The company is considering relocating the office and if that happens I could be out of a job as I won't be able to follow.

On this page are questions you might ask yourself to help you identify your specific strengths, weaknesses, opportunities and threats.

What are your STRENGTHS?

Consider these questions:

- What are you good at?
- What skills, certifications, education, and connections do you have that make you valuable to an employer?
- What do you do better than anyone else?
- What have others told you about your strengths?
- What are your proudest achievements?
- Which of your qualities, characteristics and/or values set you apart from your peers?
- How do you use your personal network to strengthen your center of influence?

What are your WEAKNESSES or “AREAS OF OPPORTUNITY”?

Consider these questions:

- What things do you not like to do?
- What work tasks or projects do you hate getting stuck with?
- What do your boss and co-workers think you could do better?
- Is there any training or education you need in order to advance further in your career?
- Do you have any undesirable work habits (such as tardiness, disorganized, impatience, difficulty working with others etc...)?
- What personality traits do you have that are preventing you from advancing the way you would like?

What OPPORTUNITIES exist for you?

Consider these questions:

- How can advancements in technology help you in your career?
- How can you maximize social media and your network to advance your career?
- Are there ways you can take advantage of growth in your industry or the current market?
- What current trends foretell possible future opportunities and how can you take advantage of them?
- Is anyone you work with currently making mistakes that could be potential openings for you to shine?
- Is there a need that you have identified within the company that no one is filling?
- Do your customers complain about something that you feel you have the perfect solution for?

What are the THREATS to your success?

Consider these questions:

- What are some obstacles you have to overcome that could impact your ability to be successful?
- What does the internal competition look like? How do you stack up against your competition?
- What economic factors could affect your job or the demand for the job you currently do or service you provide?
- What changes are on the horizon, and how will those changes affect you?
- What is your relationship with technology and how relevant is developing technology to your career?
- Which of your weaknesses could present a threat to your career if not properly managed?

Using the example on page 2 as a sample or template, and using the list of questions on page 3 for idea generation, complete your personal S.W.O.T analysis. Be candid and honest to ensure you have the best insights into your career.

What are your **STRENGTHS**?

What are your **WEAKNESSES** or “**AREAS OF OPPORTUNITY**”?

What **OPPORTUNITIES** exist for you?

What are the **THREATS** to your success?