Excellerate Personal Impact: SWOT for Career Planning

Using a SWOT Analysis in Your Career Planning

A key tool in the strategic planning process, the SWOT Analysis, can also be used with career planning. A SWOT analysis focuses on examining strengths and weaknesses in the internal environment and opportunities and threats in the external environment.

To complete your own career planning SWOT examine your current situation.

- What are your strengths and weaknesses?
- How can you capitalize on your strengths and overcome your weaknesses?
- What are the external opportunities and threats in your chosen career field?

What are your Strengths What are your Weaknesses Internal positive aspects that are under control and Internal negative aspects that are under your control upon which you may capitalize in planning and that you may plan to improve Work experience Lack of work experience ERN/ Education and training Lack of goals, lack of self-knowledge, lack of Strong technical knowledge within your field specific job knowledge Specific transferable skills (e.g., communication, Weak technical knowledge Z teamwork, leadership skills Weak skills (leadership, interpersonal, Personal characteristics (e.g., strong work ethic, selfcommunication, teamwork) discipline, ability to work under pressure, creativity, Weak job-hunting skills optimism, or a high level of energy Negative personal characteristics (e.g., poor work Good contacts/successful networking ethic, lack of discipline, lack of motivation. Membership of professional organizations indecisiveness, shyness, too emotional What Opportunities in your Career Field What Threats in your Career Field Positive external conditions that you do not control but Negative external conditions that you do not control but which you can plan to take advantage the effect of which you may be able to lessen Positive trends in your field that will create more jobs Negative trends in your field that diminish jobs EXTERNA (e.g., growth, globalisation, technological Competitors with superior skills, experience, advances) knowledge Opportunities you could have in the field by Competitors with better job-hunting skills enhancing your education Obstacles in your way (e.g., lack of the advanced Field is particularly in need of your set of skills education/training you need to take advantage of Opportunities for professional development in your opportunities) Advancement is competitive in your field. Limited professional development in your field, so Career path you've chosen provides unique opportunities it's hard to stay marketable Companies are not hiring people with your Geography Strong network skills/qualifications

Refine your SWOT using these questions

INTERNAL	Strengths What is your greatest asset? What do you do well? Why did you decide to enter the field? What were the motivating factors and influences? Do these still represent some of your inherent strengths? What need do you expect to fill within the organization? What have been your most notable achievements? To what do you attribute your success? How do you measure your success?	Weaknesses What could be improved? What do you do badly? What should you avoid? What are your professional weaknesses? How do they affect your job performance? (These might include weakness in technical skill areas or in leadership or interpersonal skills.)
EXTERNAL	Opportunities Where are the promising prospects facing you? Are you doing everything you can to enhance your exposure to this area? What formal training and education can you add to that might position you appropriately for more opportunities? Useful opportunities can come from such things as: Changes in technology and markets Changes in government policy related to your field Changes in social patterns, population profiles, lifestyle	Threats What obstacles do you face? Are the requirements for your job field changing? Does changing technology threaten your prospective position? What is the current trend for your area of expertise? Could your area be fading in comparison with more emergent fields? How might the economy negatively affect your future company and your work group? Will your future company provide enough access to new challenges to keep you sharp and marketable - in the event of sudden unemployment?



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Your Personal Marketing Plan

Once you've analysed your strengths, weaknesses, threats, and opportunities, you can use the information to plan how to market yourself. This process involves three-steps:

- Objectives—define your career objectives.
 What is your Ideal job? What are some other positions you could accept? What is your five-year career goal?
- 2. Marketing Strategies—a broad "game plan" for attaining your objectives.

 What are the companies you're going to target to achieve your objectives—your ideal job? How will you communicate with these firms? The strategies you identify should utilize all resources available to you, such as your personal network and a partnership with a mentor.
- 3. Action Plans— Your marketing strategies need to be turned into specific action plans Your key task is setting specific timetables and deadlines for getting the career and company information you identified in the marketing strategy step. What will be done? When will it be done? Who is responsible for doing it?

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Your Objective(s)							
You	ur Five year Career Goals						
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