

Personal SWOT Analysis

“The better you know yourself, the better your relationship with the rest of the world.” – Toni Collette

A solid dark blue horizontal bar with rounded ends, positioned below the quote.

What is a SWOT Analysis

- Used in business to assess an organization's Strengths, Weaknesses, Opportunities and Threats
- Internal assessment performed by Subject Matter Experts from various disciplines

What Does it Do?

- Helps identify
 - Things that an organization is very good at
 - Things that are in need of assistance
 - Things that organization's should take advantage of
 - Things that threaten the organization

What is a Personal SWOT Analysis?

- Personal assessment of an individual's Strengths, Weaknesses, Opportunities and Threats
- Inward look at:
 - What makes a person valuable
 - What areas need to be worked on
 - What things a person can take advantage of
 - What threatens their ability to take advantage of opportunities

How Can it Help?

- Helps identify personal, managerial, educational, technical strengths & weaknesses
- Helps identify missing links in their career chain
- Helps identify positions/functions in which people can excel and which they need additional training

How should it be conducted?

- **YOU**
 - Identify your strengths, weaknesses, opportunities, perceived threats
- **Friend/Family/Work Associate**
 - Identifies your strengths, weaknesses, opportunities, perceived threats
- **COMPARE**
 - Compare your assessment to their assessment

Friend/Family/Work Associate?

- Someone you trust
- Someone whose opinion you value
- Someone who can and will be honest with you
- Someone who you will listen to
- Someone you will take constructive criticism from

SWOT Definitions

- **Strength**

- Internal positive aspects that are under your control. (i.e. Things you are really good at, value you have to offer, etc.)

- **Weakness**

- Internal negative aspects that are under your control and that you can improve. (i.e. lack of experience, limited knowledge, etc.)

SWOT Definitions

- **Opportunities**

- Positive external conditions that are not under your control but which you may be able to take advantage. (i.e. Company growth, field shortage, etc.)

- **Threats**

- Negative external conditions that are not under your control but the effect of which you may be able to lessen. (i.e. field obsolescence, competition, etc.)

SWOT Matrix

<u>Strengths</u>	<u>Weaknesses</u>
<i>Internal Assessment</i>	
<u>Opportunities</u>	<u>Threats</u>
<i>External Assessment of your TARGET industries, jobs, careers...</i>	

SWOT Analysis Example

<p><u>Strengths</u></p> <ul style="list-style-type: none"> Work Experience Education Technical Expertise Transferable Skills Personal Characteristics Good networking contacts Associations, Business groups 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> Lack of Work Experience Limited Education, Wrong Major Limited Technical Knowledge Lack of Job Knowledge Weak Interpersonal Skills Negative Personal Characteristics
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> Positive Trends in Your Field Enhancing Education Fields in Need of Your Skills Geography – ability to move Strengthening Your Network Utilizing Skills in Different Way Enhancing Personal Development 	<p><u>Threats</u></p> <ul style="list-style-type: none"> Negative Trends in Your Field Competition in Your Field Training & Education Obstacles Limited Advancement in Field Limited Ability to Develop Limited Positions in Your Area

Personal SWOT Checklist

Strengths

- ☐ Technical (Writing, Programming, Network, Web, TelCom, etc.)
- ☐ Soft Skills (Facilitation, Team Building, Management, Presentation, Writing, Editing, Training, etc.)
- ☐ Industry Knowledge (Pharmaceutical, Aerospace, Computer, etc.)
- ☐ Career (Resume Writing, Networking Contacts, etc.)
- ☐ Education (College, Certifications, Awards, etc.)
- ☐ Personal Accomplishments (Published Articles, Books, Presentations, Honors, etc.)

Weaknesses

- ☐ Technical (Writing, Programming, Network, Web, TelCom, etc.)
- ☐ Soft Skills (Facilitation, Team Building, Management, Presentation, Writing, Editing, Training, etc.)
- ☐ Industry Knowledge (Pharmaceutical, Aerospace, Computer, etc.)
- ☐ Career (Resume Writing, Networking Contacts, etc.)
- ☐ Education (College, Certifications, Awards, etc.)
- ☐ Personal Accomplishments (Published Articles, Books, Presentations, Honors, etc.)

Personal SWOT Checklist

Opportunities

- ☐ Industry Change
- ☐ Enhance Soft Skills (Facilitation, Team Building, Management, Presentation, Writing, Editing, Training, etc.)
- ☐ Improve Industry Knowledge (Pharmaceutical, Aerospace, Computer, etc.)
- ☐ Improve Career Skills (Resume Writing, Networking Contacts, etc.)
- ☐ Increase Education (College, Certifications, Awards, etc.)
- ☐ Increase Personal Accomplishments (Published Articles, Books, Presentations, Honors, etc.)

Threats

- ☐ Industry (Trends, New, etc.)
- ☐ Cost (Training, education, certifications, etc.)
- ☐ Time (Needed, Have, etc.)
- ☐ Jobs (Limitations or dead end in market or industry, etc.)
- ☐ Personal (Shyness, Loss of Contacts, Age, Gender, Fear, Ability, Preferences, etc.)
- ☐ Geography (Personal preference, Relocation Fears, Cost, Family, etc.)
- ☐ Companies (Reputation, Employee Treatment, Position, etc.)

What Next for You?

- Prioritize
 - Address the Weaknesses
 - “Carpe Diem” Seize the Opportunities
 - Avoid/Mitigate the Threats
 - Strengthen the Strengths

Address The Weaknesses

- **80/20 or Low Hanging Fruit**
 - Go back to school
 - Business/technical training
 - Books
 - Informational Interviews
 - Attend industry events
 - Find a mentor

Seize The Opportunities

- Transferable skills
- Think outside the box
- Write White Papers
- Perform research
- Informational Interviews
- Read business articles
- Network, network, network...

Avoid/Mitigate Threats

- Time Management
- Eliminate self-made Roadblocks
- Plan
- Personal Portfolio
- Research
- Network, network, network...

Strengthen The Strengths

- Improve Weakest Strengths
- Enhance Strongest Strengths
- Use for Other Things
 - Teach Others
 - Share Expertise
 - Write (Papers, Presentations, etc.)
- Find Someone to Mentor
- Network, network, network ...

What Next for Your Employer?

- Identify
 - Areas that best suit his/her strengths
- Don't put them in areas where they are ill suited
- Help the employee
 - Seize the Opportunities
 - Avoid/Mitigate the Threats
 - Strengthen the Strengths

Closing Thoughts

- **Doesn't Happen Overnight**
- **Short Range Goals**
 - Celebrate Along the Way
- **Evaluate Your Goals**
 - What do I want to do?
 - Where do I want to go?
- **Explore Your Options**

Closing Thoughts (Cont.)

- Network, network, network...
 - Build Your Network - Big to Small
 - Build Your Network - Small to Big
- Learn & Apply

Questions?

“I felt gratified to be able to answer quickly, and I did. I said I don’t know.”

Mark Twain