**SWOT Analysis:** (Marcus Einarsen)

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| **STRENGTHS** | **WEAKNESSES** |
| *E.g.:*   * *Social* * *Multitasking* * *Personal characteristics* * *Personal network* | *E.g.:*   * *Limited work experience* * *Limited education/ Irrelevant background* * *Lack of technical skills* * *Negative personality attributes* |
| **OPPORTUNITIES** | **THREATS** |
| *E.g.:*   * *Personal development* * *Training and education* * *Trends in the industry* * *Industries requiring one’s skills* * *Re-skilling to meet the needs of the industry* * *Building personal network and relationships* * *Ability to move to new geographical location* | *E.g.:*   * *Limited access to training and education* * *Negative trends in the industry* * *Competition* * *Limited or extreme development in the industry* * *Lack of job opportunities in your field and location* |