

## Personal SWOT Analysis

	POSITIVES	NEGATIVES
I N T E R N A L	Strengths (Assets)	Weaknesses (Liabilities)
E X T E R N A L	Opportunities	Threats (Competitor Strengths)

**Tell me about yourself based on the above.**

1. What are your top three hard skills?
2. What are your top three soft skills?
3. What makes you best fit for a job opportunity?

**Select five companies that will utilize your strengths and help you to fill in & grow from your weaknesses**

- 1.
- 2.
- 3.
- 4.
- 5.

### **Strengths**

- What skills, education, certifications and connections do you have that others don't have?
- What can you do better than most people?
- What do others (peers, teachers, former supervisors) see as your strengths?

### **Weaknesses**

- What tasks do you usually avoid because you don't feel confident?
- What challenges have your peers encountered working with you?
- What are your negative work habits?
- What personality traits could hold you back in your field?

### **Opportunities**

- What emerging technology can you make use of in the future?
- Are any of the companies you are interested in actively expanding or going for more funding?
- What kinds of new skills would give you a competitive advantage?

### **Threats**

- Does the rise of a new technology or demise of an old technology threaten your career?
- Are any personal traits hurting your career advancements?
- Is your future industry consolidation or restructuring itself?
- Is there anyone who would give you a negative reference?

### **Understanding the difference between Soft Skills and Hard Skills**

- **Soft Skills:** Core values, behaviors, personalities, work environment, beliefs, tone, and attitudes etc. that make up an organization.
- **Hard Skills:** Knowledge, skills and experience. Examples of functional skills are html, java, ruby, rails, management experience, sales experience etc.

### Resource Links:

1. <https://www.youtube.com/watch?v=M-rOQ3hJWsw>
2. <https://www.youtube.com/watch?v=JEP6qZ-oPFM>
3. <http://www.businessnewsdaily.com/5543-personal-swot-analysis.html>
4. <http://www.forbes.com/sites/lisaquast/2013/04/15/how-to-conduct-a-personal-s-w-o-t-analysis/>
5. [http://www.mindtools.com/pages/article/newTMC\\_05\\_1.htm](http://www.mindtools.com/pages/article/newTMC_05_1.htm)
6. <http://www.careerealism.com/swot-analysis-career/>