

Using a SWOT Analysis in Your Career Planning

INTERNAL	Strengths	Weaknesses
	<p>Internal positive aspects that are under control and upon which you may capitalize in planning</p> <ul style="list-style-type: none"> •Work Experience •Education, including value-added features •Strong technical knowledge within your field (e.g. hardware, software, programming languages) •Specific <u>transferable skills</u> (e.g., communication, teamwork, leadership skills) •Personal characteristics (e.g., strong work ethic, self-discipline, ability to work under pressure, creativity, optimism, or a high level of energy) •Good contacts/successful networking •Interaction with professional organizations 	<p>Internal negative aspects that are under your control and that you may plan to improve</p> <ul style="list-style-type: none"> •Lack of Work Experience •Low GPA, wrong major •Lack of goals, lack of self-knowledge, lack of specific job knowledge •Weak technical knowledge •Weak skills (leadership, interpersonal, communication, teamwork) •Weak job-hunting skills •Negative personal characteristics (e.g., poor work ethic, lack of discipline, lack of motivation, indecisiveness, shyness, too emotional)
EXTERNAL	Opportunities	Threats
	<p>Positive external conditions that you do not control but of which you can plan to take advantage</p> <ul style="list-style-type: none"> •Positive trends in your field that will create more jobs (e.g., growth, globalization, technological advances) •Opportunities you could have in the field by enhancing your education •Field is particularly in need of your set of skills •Opportunities you could have through greater self-knowledge, more specific job goals •Opportunities for advancement in your field •Opportunities for professional development in your field •Career path you've chosen provides unique opportunities •Geography •Strong network 	<p>Negative external conditions that you do not control but the effect of which you may be able to lessen</p> <ul style="list-style-type: none"> •Negative trends in your field that diminish jobs (downsizing, obsolescence) •Competition from your cohort of college graduates •Competitors with superior skills, experience, knowledge •Competitors with better job-hunting skills than you •Competitors who went to schools with better reputations. •Obstacles in your way (e.g., lack of the advanced education/training you need to take advantage of opportunities) •Limited advancement in your field, advancement is cut-throat and competitive •Limited professional development in your field, so it's hard to stay marketable •Companies are not hiring people with your major/degree