

Personal SWOT Analysis



Why personal SWOT analysis?

- To brand image and success unique to you
- To identify internal strengths and weaknesses
- To identify external opportunities and threats
- To formulate success strategy



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Helpful

Harmful

Strengths

Weaknesses

**SWOT
Analysis**

Opportunities

Threats

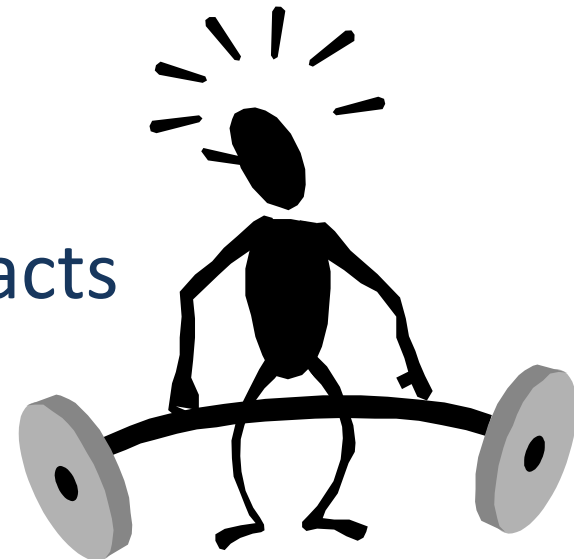
Strengths

- Positive self and public image
- Education and certifications
- Rich work experience
- Technical knowledge in specific field
- Communication skills
- Leadership skills
- Networking and contacts
- Interaction with professional organizations



Weaknesses

- Negative self and public image
- Education not in related field or at lower level
- Lack of desired work experience
- Lack of technical knowledge in specific field
- Lack of communication skills
- Lack of leadership skills
- Lack of networking skills and contacts
- Do not have goals and objectives



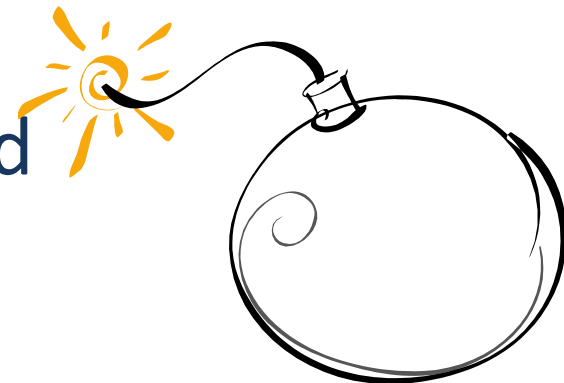
Opportunities

- Growth, globalization in your field of choice
- Technical advances in your field of work
- Advantage with enhancing your skills
- Trends needing your kind of skills
- Chance to target more specific job goals
- Chance for advancement in your field
- Location is at your advantage
- Strong network



Threats

- Downsizing your chosen field
- Off trends in your field of work
- Cut throat competition
- Tough competitions from young
- Competitors with superior skills, experience and knowledge
- Lack of advance education or training you need to take
- Limited advancement in your field
- Companies are not hiring





Opportunities

Threats

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Proactive
Actions

Modify
Resources
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Skills

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Overcome
or
Manage
Weaknesses

Eliminate
or
Minimize
Impact

Advantages of Analysis

- Identify and enhance your skills, talents and abilities
- Have a road map towards your goal
- Capitalize on your strengths
- Manage your weaknesses
- Take advantage of opportunities
- Minimize or eliminate impact of threats
- Use information to plan your career success
- Grab the golden opportunity of desired career

Formulate Success Strategy

- Determine Objectives
- Develop Marketing Strategies
- Strategize Action Plans



Objectives



- Find your ideal job upon graduation
- Transition to new job from your current job
- Find out other positions you could accept
- To plan your five-year career goal

Marketing Strategies



- List targeted companies and organizations
- Find ways to communicate with these firms
- Utilize resources available – network contacts

Action Plans

- What will be done?
- When will it be done?
- Who is responsible for doing it?
- Set timetables and deadlines
- Get desired career



Success



- With the help of **SWOT analysis and framework** you will be able to climb a ladder of success to break the glass ceiling and fetch the golden opportunity in any organization.