

# Career SWOT Analysis

A SWOT analysis is often used as a business tool to identify organisational or team strengths and weaknesses and address opportunities and threats. It is also useful as a personal tool to enable you to recognise your unique skills, strengths, and talents and plan strategies to manage your weaknesses and threats. As you consider each section use the question prompts to help you and think about it from your own perspective as well as how others around you may perceive you.

	The good	The not so good
What you've got	<p><b>Strengths</b></p> <p>What do you do well? What unique skills, strengths and talents do you have? What do others see as your strengths? What are you proud of?</p>	<p><b>Weaknesses</b></p> <p>What do you avoid? What could you improve? What are others likely to see as weaknesses?</p>
What's out there	<p><b>Opportunities</b></p> <p>What opportunities are out there for you? What trends could you take advantage of?</p>	<p><b>Threats</b></p> <p>What trends could harm you? What threats do your weaknesses expose you to? What are the immediate obstacles in your way?</p>

# Next steps.....

The next stage is to uncover potential options to explore and begin to identify some actions you can take. By matching 'what you've got' with 'what's out there', you can begin to create some next steps that leverage your strengths, overcome your weaknesses, seize opportunities, and mitigate threats.

## **Answer the following questions:**

How can you make the most of the opportunities by utilising your strengths?

How can you overcome the greatest threats by utilising your strengths?

What could you do to overcome your weaknesses and improve your ability to seize the opportunities?

## **Review your responses and identify 3 actions you can take to move towards your career goals:**