



Mentorvention *Direction*

SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats

SWOT ANALYSIS for YOU



* Would exist in the environment even if you did not

SWOT ANALYSIS for YOU

INTERNAL



Which traits or skills set you apart from others.

- What are you good at naturally?
- What skills have you worked to develop?
- What are your talents, or natural-born gifts?
- How strong is your network of connections?
- What do other people see as your strengths, ask you to do?
- What values and ethics set you apart from your peers?

SWOT ANALYSIS for YOU

INTERNAL



In which areas do you need to improve?

- What are your negative work habits and traits?
- Does any part of your education or training need improving?
- What would other people see as your weaknesses?
- Where can you improve?
- What are you afraid to do or most likely to avoid?
- What negative feedback about your personality or work habits have you received?
- **BE CONSTRUCTIVE...** don't tear yourself apart! We will work on improvement.

SWOT ANALYSIS for YOU

What are the external factors you can take advantage of to find a new job, determine a career direction, or pursue a promotion?

- What is the state of the economy, job market?
- Is your desired industry growing?
- Is there new technology in your industry?
- Is there new demand for a skill or trait you possess?
- What are the biggest changes occurring in the current business environment?



EXTERNAL*

* Would exist in the environment even if you did not

SWOT ANALYSIS for YOU

Are there any **threats** to your career growth?

- Is your desired industry contracting or changing directions?
- Is there strong competition for the types of jobs for which you are best suited?
- What is the biggest external danger to your goals?
- Are there any new professional standards you cannot meet?
- Are there any new technology, education or certification requirements that will impede your progress?



EXTERNAL*

* Would exist in the environment even if you did not

SWOT ANALYSIS for YOU



NOTES:

Any surprises?

It's important to distinguish between internal (S, W) and external (O, T) factors. You have more control over the internal, but cannot ignore the external. Remember too that external factors affect everybody, not just you.

* Would exist in the environment even if you did not