

SWOT Analysis – Learn about yourself

I N T E R N A L	<u>Your Strengths</u>	<u>Your Weaknesses</u>
	<p>Strengths are internal positive characteristics that are under your control and upon which you may capitalize in planning your job search:</p> <ul style="list-style-type: none"> • Work Experience • Education • Strong technical knowledge within your field (e.g. hardware, software, programming, languages) • Specific transferable skills (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>Weaknesses are internal negative characteristics that are under your control and that you may plan to correct in order to improve your job search:</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)
E X T E R N A L	<u>Opportunities</u>	<u>Threats</u>
	<p>Opportunities are positive external conditions for which you have no control, but of which you can plan to take advantage of:</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 • Geographical location • Strong network 	<p>Negative external conditions that you may not control but the effect of which you may be able to diminish:</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

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