# **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





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

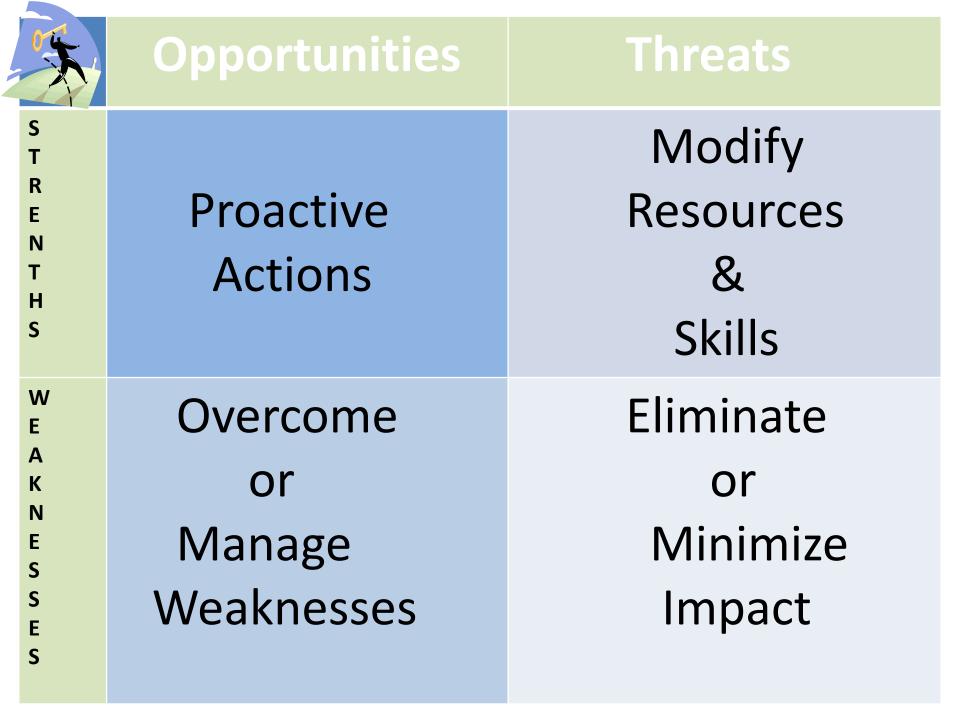
- Negative self and public image
- Education not in related field or at lower level
- Lack of desired work experience
- Lack of technical knowledge in specific field
- Lack of communication skills
- Lack of leadership skills
- Lack of networking skills and contacts
- Do not have goals and objectives

## **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



# 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



Find ways to communicate with these firms

Utilize resources available – network contacts

### **Action Plans**

What will 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.