

## Personal SWOT Analysis Template

For Kathy Bowen

Take stock of the current situation and identify your internal strengths and weaknesses. Then take a look at the external environment as it is now and in the foreseeable future and identify some opportunities and threats. Answer the following questions to help gather your thoughts as you begin to explore where you are and where you want to be. Some examples may apply to more than one quadrant.

### Examples

- What qualifications have I got?
- What kind of work have I done, and for how long (experience levels)?
- What specialist knowledge have I got?
- What skills do I possess?
- What resources do I have?
- What are the strong points of my character and personality?
- Who are my influential contacts?
- Have I any strong, specific interests or beliefs, at work or outside?
- Do I possess patents, copyrights or other intellectual property?
- What are the sources of my motivation and drive?
- Under what circumstances have I felt happiest and most fulfilled?
- Under what circumstances have I made the most valuable contribution?
- Are there other strengths that I have not listed?

### Strengths: What are the positive aspects of me and my present position?

- \*I bring to my job 29 years of full time teaching experience, and almost 13 years of administrative experience
- \*I am able to problem solve and help mediate differences
- \*I am caring, sincere in wanting to help others, including students
- \*I have a strong religious and family base
- \*Hobbies include raising cattle, camping, and reading

### Weaknesses: What are the negative aspects of me and my present position?

- \*Limited by education requirements for current job required by HLC
- \*Fear of failure has limited me from reaching my highest potential
- \*My family obligations limit options to relocate for career advancement
- \*My work-life balance needs to be adjusted to allow for personal time

### Examples

- What limits me?
- Are there important gaps in my qualifications, experience, education, or knowledge?
- What financial difficulties or pressures do I have?
- What are the weak points of my character and personality?
- What factors have held me back from doing as well as I could have?
- In what situations have I felt most frustrated and unhappy?
- Am I vulnerable in any way (legally, financially, physically etc.)?
- Am I willing to relocate?
- Am I satisfied with my work-life balance?
- What risk preferences do I have?
- Have I any other limitations that I have not listed that others may have noted?

### Examples

- Are there any suitable job vacancies available or coming up?
- Are reorganizations being planned that might offer openings?
- What are the strengths and weaknesses of my rivals?
- Are there any gaps or niches in the marketplace I could exploit?
- At this point, do I feel attracted to a leadership/supervisory role?
- What kinds of people do I most enjoy working with?
- What work environments (e.g., private vs. public sector) do I enjoy?
- Are there sponsorship opportunities?
- Do changes in local conditions or gaps in service exist?
- Are there inventions or ideas or new ways of working I could put to use?
- What occupational fields do I feel most drawn toward?

### Opportunities: What features exist in my (current/projected) career field could I use to my advantage?

- \*Uncertainty over branch campus at UCSO may bring opportunities for more leadership or administrative choices
- \*There could be other opportunities for me in another education venue
- \*I could work with spouse in our business

### Threats: What features exist in my (current/projected) career field may operate to my disadvantage?

- \*Younger employees may have advantage in advancement opportunities
- \*Travel, training, and career threaten personal time
- \*Uncertainty over operations at UCSO may cause loss of opportunities to work closer to home

### Examples

- Potential financial problems.
- Rivalry or opposition from others.
- Changes in the marketplace for what I or my organization offers.
- Legal proceedings.
- Trends in outsourcing for certain skills?
- Taxation or benefit changes.
- Forthcoming legislation or regulations.
- Unfavorable changes in national or local economic conditions.
- Employer preferences for certain majors/education/experience
- Loss of image or reputation.
- Obsolescence of my skills, knowledge or products as new developments in technology or changes in commercial interests occur
- Childcare considerations?
- Travel considerations?