

# PERSONAL SWOT ANALYSIS

## SWOT Analysis for:

Promotion (become the manager of my department)

examples: career choice, potential new career, skills needed for promotion, or quarterly self- review

## Comparing to and/or sources?

Job description, performance review, feedback & personal thoughts

Think about how broad or narrow your analysis should be. It may be advantageous to do multiple analyses. For example, if you are reviewing different career options, you may want to make an extensive list of your strengths and weaknesses and list general opportunities and threats. Then will want to do broad SWOT analysis as well as some very specific analysis based on your top career choices.

**INTERNAL ANALYSIS SOURCES (strength & weaknesses):**  
self-analysis, friends, family co-workers, previous performance appraisals, and online personality and career assessments.

**EXTERNAL ANALYSIS SOURCES (opportunities & threats):**  
Trade organizations (they are the experts in the area and are a great source of information), job postings, news articles, career advisors, and government reports.

### Internal Origin

Your personal strengths and weaknesses.

#### HELPFUL

1. What are you good at?
2. What do you like to do?
3. Education? Certifications?
4. What do people say you are good at?
5. Unique abilities

Examples: College degree, fluent in English and Spanish, like math, great writer, and detail oriented.

Remember to list strengths related to your analysis.

#### HARMFUL

1. Potential liabilities
2. Skills you need for the job you want
3. Things you need to improve
4. Tasks you avoid doing
5. Negative work habits

Examples: Have not worked in two years, no management experience, often late, and no college degree.

Later you will identify what is keeping you from meeting your goals and develop a plan to fix it.

### External Origin

External things that may impact you and/or your choices.

#### HELPFUL

1. Up and coming industries/jobs
2. Trends you can take advantage of
3. Skills employers need
4. Personal network
5. Needs no one is filling
6. New job opening at work

Opportunities are external to you but are things you may be able to take advantage of.

#### HARMFUL

1. Industry changes
2. Skills your competition has that you lack
3. Economic climate
4. New technology that you do not know

Threats are external factors that may work against you.

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