

Purepost Knowledge Center

Personal Development Series

Module 1

Performing a Personal SWOT Analysis for Career Planning





Webinar Handouts

First Four Steps of a SWOT Matrix

STRENGTHS-S 1. 2. 3. 4. 5.	WEAKNESSES-W 1. 2. 3. 4. 5.
OPPORTUNITIES-S 1. 2. 3. 4. 5.	THREATS-S 1. 2. 3. 4. 5.

Getting the Job You Want

First Four Steps of a SWOT Matrix

1. List your personal strengths in the top left green quadrant. 
2. List your personal weaknesses in the top right yellow quadrant. 
3. List your external opportunities in the bottom left blue quadrant. 
4. List your external threats in the bottom right red quadrant. 

Final Four Steps of a SWOT Matrix

Always leave blank	STRENGTHS-S List Internal Strengths 1. 2. 3. 4. 5.	WEAKNESSES-W List Internal Strengths 1. 2. 3. 4. 5.
OPPORTUNITIES-O List External Opportunities 1. 2. 3. 4. 5.	SO STRATEGIES 1. 2. 3. 4. 5.	WO STRATEGIES 1. 2. 3. 4. 5.
THREATS-T List External Threats 1. 2. 3. 4. 5.	ST STRATEGIES 1. 2. 3. 4. 5.	WT STRATEGIES 1. 2. 3. 4. 5.

Final Four Steps of a SWOT Matrix

5. Match your personal strengths with external opportunities and record your resultant **SO** Strategies in the appropriate cell.
6. Match your personal weaknesses with external opportunities and record your resultant **WO** Strategies in the appropriate cell.
7. Match personal strengths with external threats and record your resultant **ST** Strategies in the appropriate cell.
8. Match your personal weaknesses with external threats and record your resultant **WT** Strategies in the appropriate cell.

SWOT **SO** (**Strengths-Opportunities**) Strategies Examples

<p>Always leave blank</p>	<p>STRENGTHS-S List Your Internal Strengths</p> <ol style="list-style-type: none">1. I am a trained and certified Cyber Security Specialist.2. I am skilled in both mechanical and manual welding techniques and I am willing to relocate immediately.
<p>OPPORTUNITIES-O List Your External Opportunities</p> <ol style="list-style-type: none">1. There are several Network Cyber Security positions posted on major U.S job sites.2. Several U.S companies are continually advertising that they are having a difficult time finding welders who are skillful in both mechanical and manual welding techniques, and who are also willing to relocate.	<p>SO (Strengths-Opportunities) STRATEGIES</p> <ol style="list-style-type: none">1. I will immediately apply to three Network Cyber Security job postings that strongly match my skill qualifications and for which I believe I will be a good cultural fit.2. I will apply to each of these companies today and notify them that I can be on their job site in one week.

SWOT WO (Weaknesses-Opportunities) Strategies Examples

Always leave blank

WEAKNESSES-W

List Your Internal Strengths

1. I am a trained and certified Medical Equipment Technician (Repairer). However, I lack strong team and communications skills
2. I am an experienced HR Professional, but I lack a Society of Human Resources Management (SHRM-CP) Certification.

OPPORTUNITIES-O

List Your External Opportunities

1. Several Medical Equipment Technician (Repairer) jobs are currently open and taking applications. All positions require the applicant to possess strong team and communications skills
2. I am interested in applying for several open Human Resources jobs in my city. However, all position require a Society of Human Resources Management (SHRM-CP) Certification.

WO (Weaknesses-Opportunities) STRATEGIES

1. I will enroll in two training courses that will strengthen my team and communications skill, so I can improve my opportunities of landing one of these jobs.
2. I will immediately enroll in an accredited on-line university where I can secure my HR credentials and prepare to take the SHRM Certification Exam.

SWOT **ST** (Strengths-Threats) Strategies Examples

Always leave blank

STRENGTHS-S

List Your Internal Strengths

1. I am an experienced Personal Check Manufacturing Company team leader with exceptional High-Performance Work Team leadership skills.
2. I just received my undergraduate degree in with a dual major in Marketing and Computer Science. I graduated in the top 1% of my class with 3.7 GPA in both majors.

THREATS-S

List Your External Opportunities

1. The Personal Check Manufacturing Industry is in steep decline within the U.S.
2. The current U.S. economic recession is having a major negative impact on university Marketing Undergraduates finding first time jobs at a number private sector firms.

ST (Strengths-Threats) STRATEGIES

1. A global automobile manufacture in the U.S. is looking to higher team leaders with a background in leading High-Performance Work Teams. No automobile manufacturing experience is required for these leadership positions. I will apply for this job immediately because I know I can transfer my leadership skills to this industry.
2. My preference for employment was to attain a marketing position. However, marketing graduates are currently in low demand, so I will aggressively apply to companies to land a job in computer science, where graduates are in high demand.

SWOT **WT** (**Weaknesses-Threats**) Strategies Examples

Always leave blank

WEAKNESSES-W

List Your Internal Strengths

1. I am an experience Software Developer with strong technical skills, but I have difficulty with one-on-one communication, group problem solving, and managing conflict in work team.
2. I just received my undergraduate degree with a dual major in marketing and computer science. I graduated in the top 1% of my class with 3.7 GPA in both majors.

Threats-T
List Your External Threats

1. Competition for jobs in the Technology Industry, specifically for Software Developers and Software Engineers has become intense. Today developers and engineers must possess strong interpersonal skills, such as one-on-one communication, team problem-solving, building commitment and conflict management.
2. The current U.S. economic recession is having a major negative impact on Marketing Undergraduates finding first time jobs at a number private sector firms.

WT (Weaknesses-Threats**)**
STRATEGIES

1. I will enroll in interpersonal skills training courses that will improve my ability to effectively communicate with others, solve problems in work teams and manage conflict in cross-functional team environments.
2. My preference for employment was to attain a marketing position. However, marketing graduates are currently in low demand, so I will aggressively apply to companies to land a job in computer science, where graduates are in high demand.