A SWOT analysis is a common business tool, but it can also be used for personal analysis. Take a few minutes to review the information. Then answer the questions to fill in your personal career SWOT.

Start with **internal strengths and weaknesses** — these are the things you can control.

Then move on to **external opportunities and threats** — these are things you cannot control but have to adjust to.

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**Strengths**

These are the **internal positives** you can control and on which you can capitalize (good writing skills, excellent interpersonal skills, very organized).

- What do you do well?
- What unique strengths/talents do you have?
- What do others see as your strengths?

**Weaknesses**

These are the **internal negatives** you can control and which you can work to improve (poor math skills, weak public speaker).

- What do you want to improve?
- What gaps in skills or knowledge do you have?
- What should you avoid doing?

**Opportunities**

These are **positive external** conditions that you can take advantage of (big demand for healthcare workers, green careers growing, good education and training available).

- What opportunities do you have?
- What current trends could you take advantage of?
- Who could help you be more successful?

**Threats**

These are **negative external** conditions you can't control but whose effect you can lessen (high unemployment, highly competitive job market, people with better skills).

- What obstacles do you face?
- What is your competition doing?

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How could you use this tool to help you buy a car; go back to school; save more money?

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Give one example of how you could use this tool at work.