

## SWOT Analysis (Personal)

SWOT analysis originated as a tool for analysing the market position of an organisation but it is also used to carry out an assessment of personal career prospects.

SWOT stands for: **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. The analysis involves asking questions designed to assess personal skills and abilities, identify areas of weakness, explore opportunities that may be opening up and identify actual and potential threats to career advancement. Examples of questions to ask are shown in the following table:

Strengths	Weaknesses
What do I do better than others? What qualification and/or skills do I have? What specialist knowledge and/or interests do I have? What do others see as my strong points?	Are there any gaps in my knowledge and experience? What aspects of my work do I find most difficult or frustrating? What factors have limited my progress or held me back?
Opportunities	Threats
Which forthcoming changes within my organisation or externally might provide openings? What suitable vacancies are available? Which trends could I take advantage of?	Which forthcoming changes in my organisation or industry might affect my position? What potential problems do I face? What competition are you up against from others?

**How can this help me?** SWOT analysis can be helpful as part of a process of personal career planning and development. It provides a simple framework for assessing personal achievements and considering the way ahead. It can help you to clarify objectives, identify development needs, reach decisions on the next steps to take and enable you to take advantage of your talents, abilities and opportunities. Seeking the input of a colleague or mentor can help to ensure that your evaluation is as objective as possible.

**Find out more** – Read *Performing a SWOT Analysis* (CMI management checklist 005)