

# Career Management SWOT Analysis

## Aim

This is a quick exercise to help individuals think about their careers by doing a SWOT analysis of their strengths, weaknesses, opportunities and threats. Once they are fully aware of all these influencing issues/factors they will be better equipped to develop their careers.



Participants will be able to...

- identify their strengths and weaknesses
- consider the opportunities and threats that they may face in their careers
- apply what they have learned from the SWOT analysis to their future career planning

## Facilitator Guidance

This is a quick exercise that is useful as an introduction to a session as it prepares the individual for thinking about their career. Alternatively, it could be used as a conclusion, concentrating on the thinking that has gone on during the session, or it could be used both at the start and again at the end of a session to highlight the difference in thinking. Allow 30 minutes for completion.

## What to Do (20 minutes)

- Introduce the exercise and explain its learning objectives.
- Distribute the task sheet to each individual. Ask everyone to consider their strengths, weaknesses and the opportunities and threats that may affect their

careers.

## **Review Activity and Apply Learning (10 minutes)**

- Ask individuals to share a few points from their SWOT Analysis answers and facilitate a discussion around how strengths and opportunities can be capitalised on and how weaknesses and threats can be addressed.
- Ask individuals to consider implementing some of these ideas in their future career planning. What will they now do differently or start doing as a result of the reflections in the SWOT Analysis. Will they take onboard any of the suggestions given in the group discussion?

## Exercise: Career Management SWOT Analysis

This is a quick exercise to help you think about your strengths and weaknesses in relation to your career. At the same time, you can also examine the opportunities open to you and the potential obstacles you may face. Once you are fully aware of all of these influencing factors you will be better equipped to develop your career.

Task

Work through each of the sections in the table overleaf, listing your strengths and weaknesses, and the opportunities and threats that you may face.

Questions to consider:

### Strengths

- What have you achieved?
- What are you good at?
- What do you enjoy doing?
- What skills do you use?
- What are your personal qualities?

### Weaknesses

- What skills would you like to use?
- What personal qualities would you like to portray?
- Do you lack any work experience?
- When do you fail to achieve goals?
- What do you not enjoy doing?

### Opportunities

- Are there any training opportunities?
- What national or local trends/changes could provide opportunities?
- Do you have any unique skills?
- How do your blend of skills help you?
- How can you promote yourself?

### Threats

- Are there any national or local trends/changes that could be a threat to you?
- What are employees looking for that you don't have?
- Who might you compete with?
- Do you always present and promote yourself well?
- Do you use networking skills?

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>