

## SWOT Analysis

### Overview

A **SWOT Analysis** (strength, weakness, opportunity, and threats) provides a new perspective on what an organization does well, where its challenges lie and which avenues to pursue. A personal SWOT analysis can similarly provide insights based on your personality strengths and weaknesses, what challenges you see ahead of you, and what opportunities are present around you now and in the future. The purpose of the personal SWOT analysis is to identify actions you can take to meet the requirements of a job you are seeking. Comparing your strengths and weaknesses to the job requirements will identify gaps and prepare you to be the best candidate for the position.

### Instructions

1. **WATCH** the video “How to Carry Out a Personal SWOT Analysis” at <https://youtu.be/PBOtnyt7BP4>.
2. **LIST THREE TO FIVE** of your personal STRENGTHS in the box below; this is an internal characteristic.
3. **LIST THREE TO FIVE** of your personal WEAKNESSES in the box below; this is an internal characteristic.
4. **LIST THREE TO FIVE** of your personal OPPORTUNITIES in the box below; this is an external characteristic.
5. **LIST THREE TO FIVE** of your personal THREATS in the box below; this is an external characteristic.

Internal	External
<b>Strengths</b>	<b>Opportunities</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
<b>Weaknesses</b>	<b>Threats</b>
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.