

DAWN MOSS MCIPD

YOUR INTERVIEW COACH!

SWOT Analysis & RESOURCES



SWOT Analysis



Job-seeker Strengths

What are your hard skills?

What are your soft skills?

What are a couple of your major achievements?

How do you measure your success?

What are your advantages?

What do you do well?

Why did you decide to enter the field you will enter upon graduation?

What were the motivating factors and influences?

Do these factors still represent some of your inherent strengths?

What need do you expect to fill within your organization?

To what do you attribute your success?

What knowledge or expertise will you bring to the company you join that may not have been available to the organization before?

What is your greatest asset?

What makes you unique?

Job-seeker Weaknesses

What could be improved?

What do you do badly?

What should you avoid?

What are your professional weaknesses?

How do they affect your job performance? (These might include weakness in technical skill areas or in leadership or interpersonal skills.)

Think about your most unpleasant experiences in school or in past jobs and consider whether some aspect of your personal or professional life could be a root cause.

Career Opportunities

What industry or sector interests you?

What type of company? Size? Culture?

Contract details – perm / full time or part time?

What types of people do you want to work with?

What office environment or location?

Where are the promising prospects facing you?

What is the “state of the art” in your particular area of expertise?

Are you doing everything you can to enhance your exposure to this area?

What formal training and education can you add to your credentials that might position you appropriately for more opportunities?

How quickly are you likely to advance in your chosen career?

Useful opportunities can come from such things as:

Changes in technology and markets on both a broad and industry-specific scale

Changes in government policy related to your field

Changes in social patterns, population profiles, lifestyle changes, etc.

Career Threats

What obstacles do you face?

Are the requirements for your desired job field changing?

Does changing technology threaten your prospective position?

What is the current trend line for your personal area of expertise?

Could your area of interest be fading in comparison with more emergent fields?

Is your chosen field subject to internal politics that will lead to conflict?

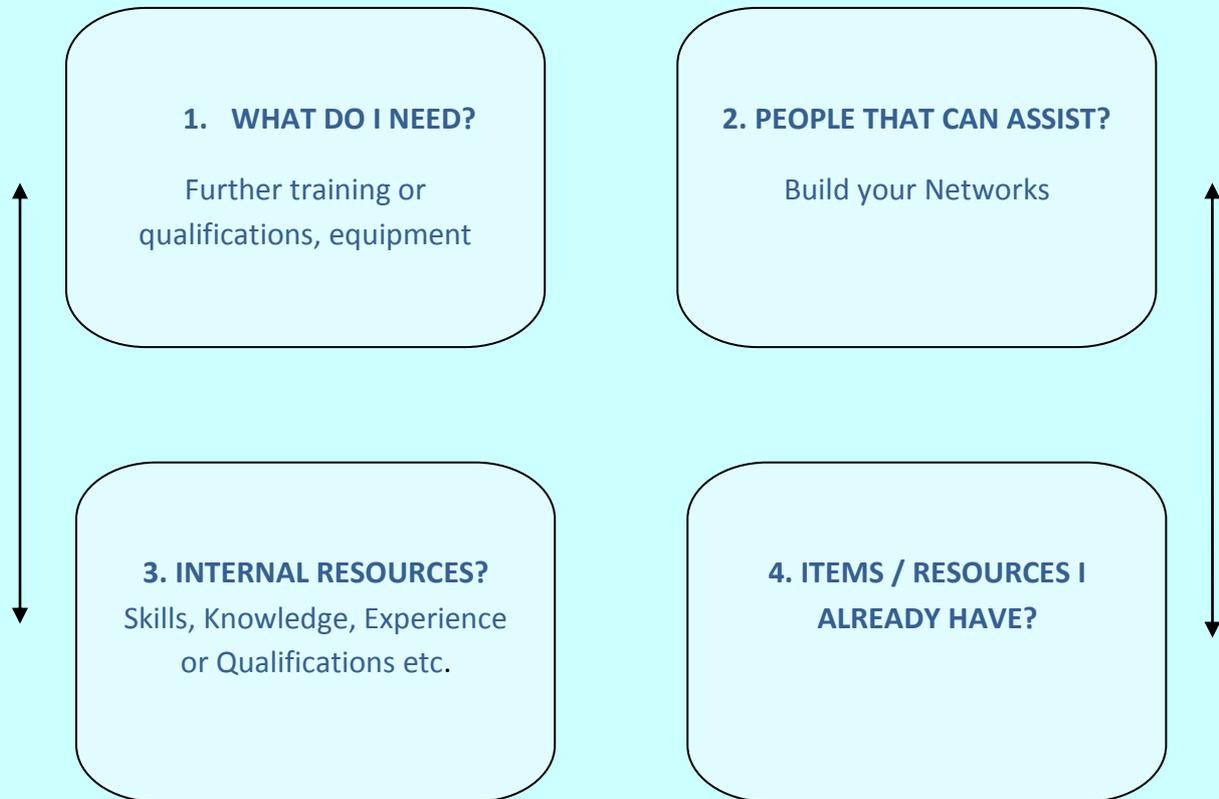
Is there any way to change the politics or to perhaps defuse your involvement in potential disputes?

How might the economy negatively affect your future company and your work group?

Will your future company provide enough access to new challenges to keep you sharp — and marketable — in the event of sudden unemployment?

Resource Ideas

WHAT RESOURCES DO I NEED TO ACHIEVE MY CAREER GOAL?



1. What do I need? Give some thought to the resources you need to achieve your goal. Books, material, time, money, a coach!
2. People that can assist? Who do you know already to help support your goal? Family, friends, colleagues, businesses etc.
3. Internal resources? This resource relates to the softer skills like, determination, patience, drive, persistence, motivation, communication skills, interpersonal skills, planning and organising skills etc.
4. Items and resources I already have available? You'll be surprised what resources you already have at your disposal when you write up the list i.e. car, telephone, computer, knowledge, skills, home, garden, tools etc....