



DAWN MOSS

YOUR INTERVIEW COACH

SWOT Analysis & Resources:

Identify your **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats.

Discover your options for career development and change.

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Introduction: SWOT Analysis and Resources

The SWOT analysis is a very powerful tool which can be used for a number of reasons. It sets out to determine your personal strengths, weaknesses, opportunities and threats.

If you are considering changing career direction then this is a great start to identify where you are now and what you need to do to achieve your goal. It will require some additional research. Research the sector, professional bodies, forums, the jobs market, training and qualifications etc.

- Identify transferrable skills
- Help identify possible career options and give you some direction
- Understand what the gaps are between A and B (Where you are and where you want to be)
- Identify potential training and development requirements
- Helps you to put together an action plan and steps towards your career goals

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Job-seeker Strengths

Read through all the questions below to identify a full and comprehensive list of strengths.

Strengths can include qualifications, professional memberships, training certificates, experience, knowledge, technical and behavioural competencies and skills.

You can also include things you enjoy doing and want to do more of and things you don't like doing and want to do less!

- What are your hard skills? Technical / job related skills?
- What are your soft skills? Behavioural competencies?
- 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 sector?
- 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 organisation before?
- What is your greatest asset?
- What makes you unique?

These questions are just a start to get you thinking broadly about what you can offer an organisation.

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Job-seeker Weaknesses (Developments!)

We tend not to like the word 'weakness' any more. So, replace weakness with what are your developments? If you have a job in mind compare what skills and strengths you have today and what you might need to do in the future job.

- Do you need further training or qualifications?
- Do you require some work experience?
- Do you have any useful or relevant transferrable skills?
- 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 weaknesses in technical 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.

Remember when you are going through this list it gives you the opportunity to look at how to address your developments. If you look at this list positively, you can create and design your own development plan.

In fact, if you are career orientated a SWOT analysis should be a regular analysis tool used for your CDP (Continuous Development Plan) records. The world of working is rapidly changing today and so will your strengths and developments.

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Career Opportunities

Consider all the opportunities available to you in pursuit of your chosen career.

For example, when I wanted to move into HR, I had no experience in HR and I didn't have the CIPD qualification. The qualification cost £10,000 and took 4 years part-time study. At the time my salary was £15k. £10k is a lot of money today – but when you're earning £15k it's a huge amount of money. However, I looked at all my potential options: Career Development Loan, re-mortgage my flat, work over-time as a Bank Nurse etc.

- What industry or sector interests you and what are your reasons?
- What type of company? Size? Culture?
- Contract type: Permanent or fixed term contract or full time or part time?
- What types of people do you want to work with?
- What office environment or location? Insider or outdoors?
- 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?
- How far are you willing to commute and at what cost?

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, regulation or legislation related to your field
- Changes in social patterns, population profiles, lifestyle changes, etc.

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Career Threats

Threats might be personal (Cost and time commitment) or external – the jobs market, uncertainty, regulation and legislation changes. When you list the possible threats consider how you can overcome these.

- What obstacles could you face?
- How can you overcome challenges and obstacles? Consider your network and resources.
- 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? Redundancies, downsizing, closures, mergers and acquisitions are still very much part of our working landscape and must be factored in for at the least some consideration.

There are other research tools available to help you understand the factors impacting our jobs market.

PESTLE Political, Environmental, Social, Technology, Legal and Economical

STEEPLE Social, Technology, Environment, Economical, Political, Legal and Ethical

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Resource Ideas - What resources do I have already and what resources do I need to achieve my career goal?

<p>1. What do I need?</p>	<p>2. People that can assist?</p>
<p>3. Internal resources?</p>	<p>4. External resources?</p>

1. **What do I need?** Give some thought to the resources you need to achieve your goal. Training, 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. Start to network.
3. **Internal resources?** This resource relates to qualifications, training, knowledge, experience, technical and softer skills like, determination, patience, drive, persistence, motivation, communication skills, interpersonal skills, planning and organising skills etc.
4. **External resources?** What you need and what you already have. 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....

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