

What is SWOT Analysis?

SWOT stands for **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats and is a strategic planning tool which can help you review your career positioning at any particular point of time. The outcomes can be useful to inform your skills and career development planning.

How do I use the SWOT Analysis tool?

A template for you to complete your SWOT analysis is provided on page 2. Once complete, look at page 3 for next steps. There are some prompts for each of the sections to help you get started below:

Strengths: include your main personal strengths that you can currently evidence

- **Skills** which you have experience in using successfully and are relevant or important to your career development (such as communication, team work, digital).
- **Personal qualities** you bring to work and study such as enthusiasm, integrity, motivation.
- **Experience** which is relevant or required to your next steps
- **Qualifications** which help you stand out.

Weaknesses: include relevant personal weaknesses you are keen to address.

- **Skills** which you think are important to your career development but you are less confident about. Focus on gaps and areas where you would find it difficult to evidence to an employer.
- **Experience** which you would need for your next steps but haven't gained so far.
- **Qualifications** which would help you stand out or are required or an advantage for career areas you are considering.

Opportunities: identify external opportunities available to develop your career/skills

- **Co-curricular** opportunities to develop and evidence skills alongside your studies such as mentoring programmes, volunteering, skills development programmes.
- **Work experience** you bring to work and study such as enthusiasm, integrity, motivation, positivity.
- **Training** opportunities which could help develop relevant skills/knowledge/qualifications.

Threats: identify external threats to developing your career/skills at this time

- **Job market/economic** challenges such as limited graduate/placement opportunities, redundancies in the sectors of interest, economic challenges in locations you are considering.
- **Practical challenges** such as limited access to funding, financial constraints, time available, other commitments.
- **Other** such as a global pandemic.

How can I get help with this if I'm not sure?

The Careers and Employability Service team are very happy to work through this tool with you. To access this support, please refer to our website to find out how to make a 30 minute appointment.

TO COMPLETE: SWOT Analysis

Strengths: include your main personal strengths that you can currently evidence

Weaknesses: include relevant personal weaknesses you are keen to address.

Opportunities: identify external opportunities available to develop your career/skills

Threats: identify external threats to developing your career/skills at this time

How can I use my SWOT analysis?

Once completed, you can use the results of your SWOT analysis in a variety of ways. See the suggestions below to help you to develop your career and skills development planning further. We recommend using our [SMART Goal setting guide](#) next.

Strengths: use the findings of this section to develop your CV and LinkedIn profile:

Have you evidenced these on your CV or LinkedIn profile? Check you are making the most of your strengths in your applications.

★Top tip: If you have struggled with this section, try out our [Skills Audit](#) first to help you identify your skills strengths.

Weaknesses: use the findings of this section to think about setting SMART goals:

Are there any weaknesses listed which are important for you to address to enhance your employability? If so, make these the basis of setting some career development SMART goals.

★Top tip: You could see if any of the opportunities you have identified would be helpful in filling in any gaps in your skills, experience or qualifications.

Opportunities: consider which of the identified opportunities are suitable for your next steps:

Which of these opportunities might you prioritise to pursue which help fill any gaps/weaknesses? Set some SMART goals to help you prioritise actions and stay motivated.

★Top tip: If you have struggled with this section, try researching opportunities for developing skills and experience at www.abdn.ac.uk/careers/skills-attributes

Threats: consider how you can mitigate for any threats identified:

Can you control or minimise the impact of any of these threats? If so, build any mitigation into your goal planning.

★Top tip: if you aren't sure about what the job market challenges in your area(s) or region(s) of interest are, you can find information about the job market here: www.abdn.ac.uk/careers/resources/topics/8/

Other guides in this series: ★ [Completing a Skills Audit](#) ★ [Setting SMART Goals](#)