

Sweet  
but  
Fearless  
Successful WOMEN'S NETWORK

# CAREER CHECK:

Your SWOO Analysis

## **Personal SWOO Analysis**

Creating a personal SWOO analysis gives you a broad overview of your current strengths, weaknesses, opportunities, and obstacles. It's a simple but useful tool that helps you to:

- ▶ Understand what you are best at and can build on (your strengths)
- ▶ Understand areas where you are lacking something. It could be a skill set, a particular knowledge or it could be something less tangible such as bad habits (coming in late or missing deadlines regularly) or a larger issue of having a perceived negative work reputation (weakness)
- ▶ Understand external factors where you can add value and be seen as a strategic leader (opportunities)
- ▶ Understand external factors that are beyond your control but recognize what you can do to minimize the effects they'll have on your career (obstacles)

A SWOO analysis can be the perfect tool to get you moving forward again. But don't think of it as a one and done kind of document. It's a living document that like you, will change. To create the most effective and realistic SWOO, take the time to dive deep into each area. Take a minimum of a week to create your SWOO. And be honest. Ask trusted friends and colleagues what they consider to be your top strength and top weakness. It's never easy to hear, but sometimes we believe we're being perceived one way when in reality we're being perceived in another.

And as we know, external issues can change quickly and you need to be prepared. Keeping up-to-date with company and industry news, the job market environment, and current trends will place you in the driver's seat.

And keep your SWOO someplace that you can find quickly. It will remind you of what actions to take today to strengthen your strengths and minimize your weaknesses. It doesn't have to be a huge action. Set a Google Alert about your industry and go in and read an article or two. As well, if one of your colleagues has written an article or is highlighted or interviewed, reach out and congratulate them.

Or maybe today is the day you do something big. You have a certification you want, go for it! Whatever it is, your SWOO can be a powerful tool for your fearless future.

## Personal SWOO Analysis

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### STRENGTHS

- Professional experience
- What you're an authority on
- Certifications you have
- Specific skill set
- Your personal brand

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### WEAKNESSES

- Lack a skill set for a particular promotion or career transition
- Negative habits, ie. being constantly late, missing deadlines
- Lack of or negative work reputation
- Lack of a personal brand

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### OPPORTUNITIES

- Areas of growth in your industry
- Future skill set needed
- New technology
- Creating your personal brand to be seen as an authority and be the go-to person

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### OBSTACLES

- Current industry direction
- Current company direction
- Environmental challenges
- Job market trends