SWOT Analysis

Internal - About You

Strengths

- Things that set me apart
- Things I'm good at
- Transferable and technical skills
- Personal Attributes

Weaknesses

- Things to improve
- Things to avoid
- Barriers I'm facing

External - Environmental Factors

Opportunities

- Industry and global trends – politics, technology, society
- Opportunities in my existing industry
- Opportunities in new industries
- Changes creating opportunities

Threats

- Obstacles
- Changes (global, regional, local)
- Financial considerations
- Changes affecting opportunities