

ME 370: The Mechanical Engineering Profession

Lecture 02: *SWOT* analysis for career planning

Purpose

Describe ways that SWOT analysis can be used for career planning

SWOT = Strengths, Weaknesses,
Opportunities and Threats

SWOT can inform strategic action

Strengths	Weaknesses
Opportunities	Threats

What is SWOT?

SWOT is a method of understanding your current competitive environment

- ▶ Internal characteristics
 - ◆ Strengths
 - ◆ Weaknesses
- ▶ Environmental influences
 - ◆ Opportunities
 - ◆ Threats

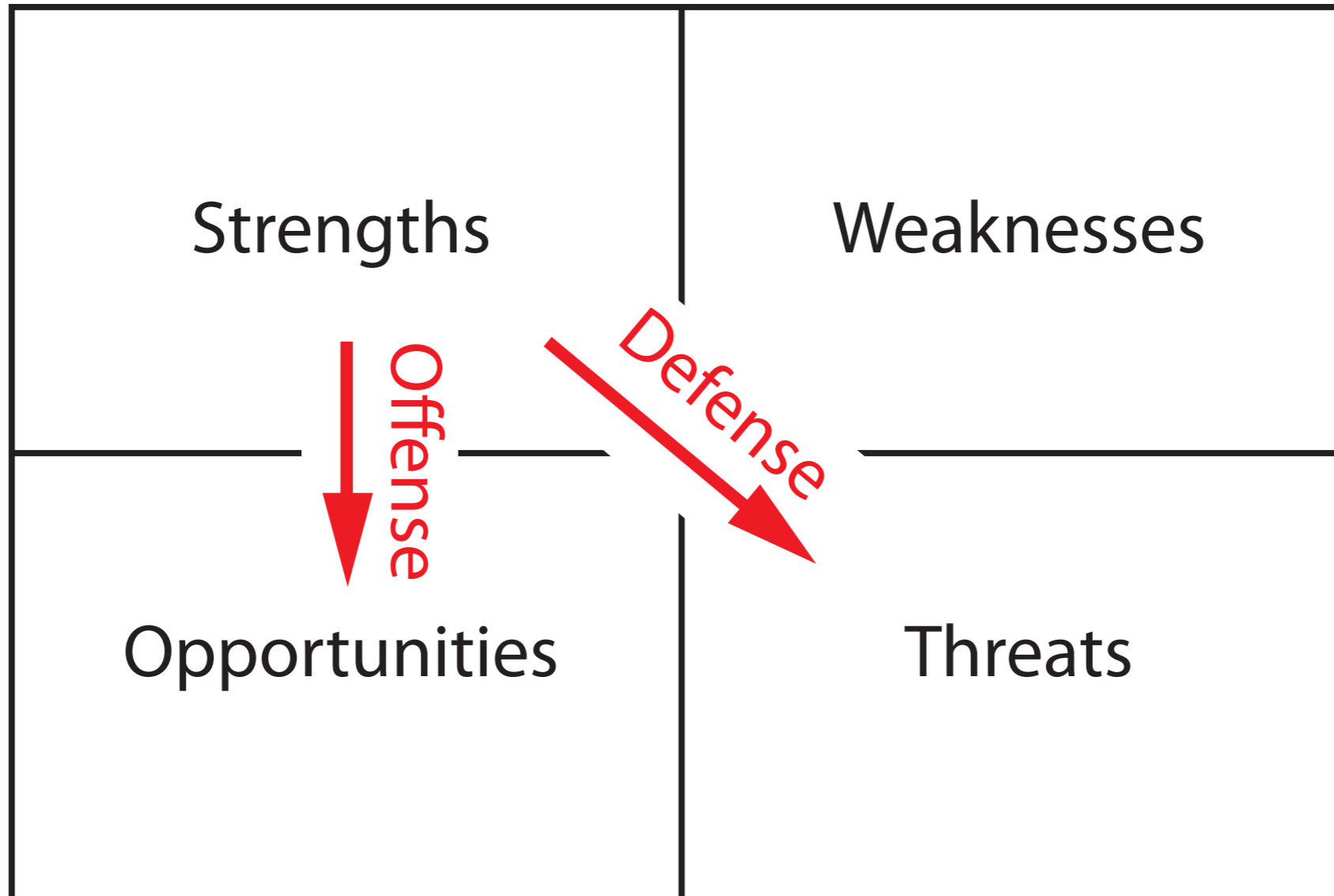
What is SWOT?

SWOT is used in the early stage of strategic planning

Simple view of strategic planning

- ▶ Use SWOT to assess your current situation
- ▶ Identify possible actions consistent with SWOT
 - ◆ Brainstorming
 - ◆ Surveys
 - ◆ Analysis and anticipation of competitor's actions
- ▶ Analyze possible actions to select a good one
 - ◆ Note: identifying possible actions and analysis of those actions are separate steps.
- ▶ Choose a strategy
- ▶ Execute the strategy
- ▶ Monitor progress and refine

SWOT can inform strategic action



Personal SWOT for Career Planning

What are your strengths?

- ▶ Be honest
- ▶ More than just engineering
- ▶ Do you have external validation for your assessment?

What are your weaknesses?

- ▶ How do you know?

What does Drucker say about strengths and weaknesses

Remember: SWOT is just the beginning

- ▶ SWOT is a tool for assessing current and near term situation
- ▶ Planning aligns strengths with opportunities

In-class exercise

- Work alone to fill out the SWOT form
- Discuss with one other person
- Refine SWOT during this course and afterward