Purpose

Describe ways that SWOT analysis can be used for career planning

SWOT = Strengths, Weaknesses, Opportunities and Threats

**SWOT can inform strategic action**
**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**

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>Opportunities</td>
<td>Threats</td>
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**Defense**

**Offense**
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