ME 370: The Mechanical Engineering Profession

Lecture 02: SWOT analysis for career planning

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Purpose

Describe ways that SWOT analysis can be used for career planning

SWOT = Strengths, Weaknesses, Opportunities and Threats
SWOT can inform strategic action

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

![SWOT Diagram](image)
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