

# SWOT your career exercise

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## SWOT your career

Many executives will be familiar with SWOT – strengths, weaknesses, opportunities and threats. This is an exercise you can invite them to complete. In this instance, the exercise will help them to appraise a new job or career opportunity by assessing their strengths and weaknesses against the opportunities and threats created by the role.

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### Task

#### **Your Strengths**

Think about the skills and experience you have that is applicable to the new role/opportunity.

- What have you achieved?
- What are you good at?
- What skills do you have?
- What are your personal qualities?

#### **Weaknesses**

Think about what skills and experience the role requires that you do not have.

- Do you lack any skills/qualifications?
- Do you lack any work experience?
- What personal qualities would you need to portray?
- What do you not enjoy doing?

#### **Opportunities**

Think about why you want the job. What does it offer in terms of development opportunities and how far does it go to meeting your career needs?

#### **Threats**

Think about the disadvantages of the job, the downsides and the risks of not getting it.

- What would the impact be on your personal circumstances, e.g. family, home and relationships?
  - Who might you be competing with?
  - Are there any requirements you can't meet, e.g. are you required to drive but don't have a car?
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Strengths	Weaknesses
Opportunities	Threats



**Farrah**  
Business Coaching & Consultancy

[www.businesscoachingconsultancy.com](http://www.businesscoachingconsultancy.com)