

SWOT Analysis

In the context of business development, the SWOT analysis framework provides a method for objectively assessing how an individual or organisation fits in with the competitive landscape around them; offering the opportunity to recognise current areas of strength and development, as well as identifying opportunities for growth and existing barriers that could hinder this growth. This framework can be utilised during the career decision-making process to assess your current position, identify opportunities for professional development and consider any obstacles that might stand in your way.

Strengths

What is unique about you? What skills do you have to offer? What is your area of expertise? What are you passionate about?

Weaknesses

What could you improve on? What are the things you are not so confident about?

Opportunities

What role or sector are you interested in? What are the opportunities within that sector? Are there any factors or changes that you need to bear in mind?

Threats

What are the main challenges you face? What are the things that are holding you back? Do you have any gaps in your knowledge?