

PERSONAL (CAREER ORIENTED) SWOT ANALYSIS PROJECT

SWOT: Strengths; Weaknesses; Opportunities & Threats

INTRODUCTION TO PROJECT REQUIREMENTS: The purpose of this project is to assist you in beginning a systematic, professional plan of action to assure you obtain an optimal career position upon graduation. The simplest way to start is to analyze your personal and career related strengths and “weaknesses” and compare those to what the market is seeking. It’s also important to recognize that any “weaknesses”, such as lack of proficiency in advanced Excel functions, etc., present an opportunity to address any disparity between your present skill set vs. what the overall marketplace is seeking, thereby increasing the probability of achieving your chosen career path(s).

REQUIREMENTS:

1. Complete a SWOT analysis showing your personal *STRENGTHS & WEAKENESS*, plus external or environmental *OPPORTUNITIES & THREATS*.
2. Complete an action plan based on your personal, career focused SWOT analysis.
 - a. For *STRENGTHS* - don't rely on your existing strengths, create an action plan to assure that you will retain and augment your strengths.
 - b. For *WEAKNESSES* – make sure you list and describe exactly how you'll correct them.
 - c. For *OPPORTUNITIES* – address the possible career paths available to you within your major field of study. Be sure to list and describe specific entry-level job titles for which your BS degree would
 - d. For *THREATS* – research macro trends in society, government, economics, etc. which may negatively impact career development in your major field.

SUBMISSION DETAILS:

- LENGTH: 6-8 pages
- FORMAT/SUBMISSION REQUIREMENT: **APA format**; submitted via Blackboard/CONNECT websites. Check Blackboard and CONNECT websites for due date and time.

POSSIBLE SOURCES OF INFORMATION:

- <https://www.roberthalf.com/salary-guide> This is a key resource! The report offers estimated salary dollars for various accounting/finance positions, as well as an analysis of trends in the marketplace, affecting the accounting and finance professions.
- <https://www.livecareer.com/quintessential/swot-analysis>
- <https://www.forbes.com/sites/lisaquast/2013/04/15/how-to-conduct-a-personal-s-w-o-t-analysis/#246d8f5628d8>
- <http://www.businessnewsdaily.com/5543-personal-swot-analysis.html>
- <https://www.monster.com/career-advice/article/analyze-your-career-with-a-swot>
- <http://money.usnews.com/careers/best-jobs/rankings/best-business-jobs>
- <https://www.bls.gov/ooh/business-and-financial/home.htm>
- <https://money.usnews.com/careers/best-jobs/rankings/best-business-jobs>

HELPFUL TIPS/QUESTIONS:

SWOT Analysis

SWOT stands for Strengths, Weaknesses, Opportunities and Threats. It is a way of summarizing the current state of a company and helping to devise a plan for the future, one that employs the existing strengths, redresses existing weaknesses, exploits opportunities and defends against threats.

Strengths:

- Identify skills and capabilities that you have.
- What can you do particularly well, relative to rivals?
- What do analysts consider to be your strengths?
- What resources do you have?
- Is your brand or reputation strong?

Weaknesses:

- What do rivals do better than you?
- What do you do poorly?
- What generates the most customer dissatisfaction and complaints?
- What generates the most employee dissatisfaction and complaints?
- What processes and activities can you improve?

Opportunities:

- Where can you apply your strengths?
- How are your customers and their needs changing?
- How is technology changing your business?
- Are there new markets for your strengths? (e.g. foreign)
- Are there new ways of producing your products?
- Are your rivals' customers dissatisfied?

Threats:

- Are customers able to meet their needs with alternative products?
- Are customers needs changing away from your product?
- What are your competitors developing?
- Are your rivals improving their product offerings or prices?
- Is new technology making your product obsolete?
- Is your cash-flow and debt position healthy?
- Are your employees satisfied? Is turnover high?
- Is new competition coming?
- Are sales growing slower than the industry average?