

SWOT ANALYSIS

The SWOT Analysis is most useful for:

- Focusing on your strengths as a means to achieve your objectives
- Becoming aware of weaknesses to identify ways to limit their effect on your goals
- Revealing external opportunities that may arise to help you toward your objective
- Looking at external influences that can be a threat to your goal

Directions:

Fill out the worksheet below by noting your strengths and weaknesses in a situation. Then list opportunities and threats that may affect you. Lastly, identify ways to play up your strengths and utilize opportunities to help you achieve your goals, despite weaknesses or threats that may arise.

Things to think about:

- Was the SWOT Analysis helpful? Why or why not?
- How can you apply this to your job search process or career decisions?

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If you would like to talk to someone about this activity or need additional resources, **Career Services** is available to all students! Check out our website to make an appointment or to see upcoming events and workshops: <http://www.careers.vcu.edu>

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