



# Guide to SWOT analysis for your career



Whether you are asked to or not, preparing a SWOT analysis in advance of a job interview is always a good idea.

It is a way of showing an interviewer that you understand the business and its position in the marketplace.



A **SWOT** analysis is a popular tool for evaluating the strengths, weaknesses, opportunities and threats of a situation, project, business, or organization. They are often requested as part of the interview process for many entry level and graduate roles.

You can also use a **SWOT** to prepare for job interviews. This guide shows you how to apply the theory of **SWOT** analysis to your own career goals and how to use it to impress potential employers!

## What is a SWOT analysis?

A SWOT analysis is a useful framework for recognizing and evaluating the internal and external factors that influence performance and potential. It involves four components: strengths, weaknesses, opportunities, and threats.

- **Strengths** are the positive qualities, skills, and resources that you have or can use to your advantage.
- **Weaknesses** are the negative aspects, gaps, or limitations that you have or face.
- **Opportunities** are the favourable situations, trends, or events that you can exploit or benefit from.
- **Threats** are the adverse situations, trends, or events that you can't control or avoid.

By conducting a SWOT analysis, you can gain a better understanding of a current situation and pinpoint areas of improvement. This allows you to create strategies to take advantage of opportunities and overcome threats.



## How to do a SWOT analysis for yourself?

Conducting a **SWOT** analysis on yourself requires asking yourself some questions and brainstorming answers. To organize your thoughts, you can use a table or chart.

For example, when assessing:

- **Strengths:** ask yourself what your strongest skills, talents, or qualifications are. Additionally, consider your unique selling points or value propositions, achievements or awards, and what others compliment you on or admire about you.
- **Weaknesses:** consider your weakest skills, talents, or qualifications. Additionally, reflect on gaps or areas of improvement as well as mistakes or failures.
- **Opportunities:** consider current or emerging trends, needs, or demands in your industry or field. Additionally, think about gaps or problems you can solve as well as new or untapped markets you can target.
- **Threats:** reflect on current or potential competitors as well as challenges and barriers you face.

Be honest and realistic when doing your **SWOT** analysis. Avoid vague statements that don't reflect your personal situation. Focus on the most relevant and important factors that affect your career goals and aspirations.

# How to use SWOT analysis for job interviews?

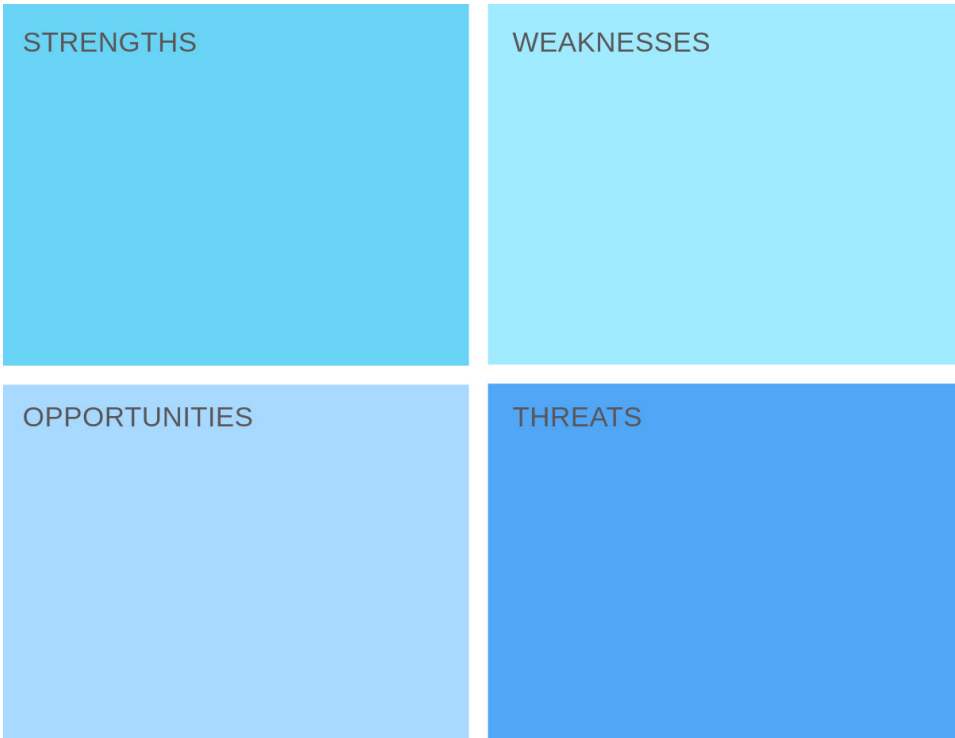
Doing a SWOT analysis for yourself can be beneficial when preparing for job interviews. Knowing your strengths and weaknesses can help you showcase your best qualities and address areas of improvement. Being aware of opportunities and threats allows you to demonstrate your understanding of the industry and how you can add value to the employer.

Here are some tips on using SWOT analysis for job interviews: Research the company, role, and interviewer to compare their mission, vision, values, culture, goals, etc. to your own SWOT analysis. This allows you to identify how you can match or complement them.

**Prepare answers to common interview questions by using:**

- Your strengths to highlight your achievements, qualifications, and skills.
- Your weaknesses to show willingness to learn and improve.
- Your opportunities to express interest and potential for growth.
- Your threats to show awareness and preparedness.

**Practice answers to common interview questions by using:**



Additionally, prepare questions to ask the interviewer by using your SWOT analysis. Use it to guide your curiosity in the company and role. Ask questions that demonstrate knowledge, research, and analysis of the situation while avoiding those that are too personal or negative.