

# SWOT ASSIGNMENT

The next step in developing a full marketing plan for yourself is to conduct a personal SWOT analysis. Your word cloud should help inform your swot analysis. Be sure to think through each element honestly and assess where you are today.

**Strengths.** If you ask a group of your friends what their strengths are, they can likely answer you very quickly. Most people have taken the time to discover their strengths and had those strengths reinforced by those around them over the course of their life.

**Weaknesses.** While most people are very honest about their strengths, they are typically far less likely to be aware of or to acknowledge their weaknesses. Corporate recruiters often tell humorous stories about the responses they receive when asking new college graduates about their biggest weaknesses. Answers range from “I work too hard” to “My weaknesses are actually strengths”. Don’t say that! Any of these responses can negatively impact your ability to impress a prospective employer. By properly identifying your weaknesses, you can begin to plan strategically how to overcome them.

**Opportunities.** As the global economy changes and you enter a job market very different from the one faced by previous generations, it is important to honestly assess your opportunities. Think about social media and technology and how you may be able to tap into those elements to achieve your goals. There are many other opportunities out there so don’t limit yourself to those two.

**Threats.** As demonstrated by the economic crisis that began in December 2007, assessing threats is an essential part of developing a strategic plan for your professional future. If the economy goes into a recession at the same time you are planning to graduate, your earnings growth could be reduced for years to come. By examining what potential threats could impact your professional development and creating contingency plans, you will be in a better position to succeed in your pursuit of a job.

**Your Task:** Describe three to five strengths, weaknesses, opportunities, and threats that could affect your objectives and professional development. For each strength and opportunity you identify, include a thorough description of how you might enhance them. For each weakness and threat you identify, include a thorough description of how you might overcome the challenges associated with them.