

Analyzing your Strengths, Challenges, Opportunities and Threats (SCOT)

The traditional SWOT analysis, often used in marketing and strategic planning efforts, is a great way to evaluate your personal strengths and challenges and external opportunities and threats to the job search. To begin this exercise using the SCOT analysis, summarize the qualities, experiences and skills you bring to any job. Next, identify any challenges, or weaknesses, that could be an issue when pursuing employment. You will also want to list any external opportunities that you can use to find a job, and you should research any threats that could be faced during your search. Summarize the results in the SCOT table for easy reference. Use the areas listed below as points of consideration.

Internal	<p style="text-align: center;"><u>Strengths</u></p> <p>Consider positive attributes that you can control:</p> <ul style="list-style-type: none"> • Work experiences • Education, training and certificates • Qualities (hard working, creative) • Transferable skills (communication, leadership) • Computer and language skills • Motivation 	<p style="text-align: center;"><u>Challenges</u></p> <p>Consider weaknesses that can be improved:</p> <ul style="list-style-type: none"> • Lack of specific work experiences • Low academic success (GPA) • Little technical knowledge or experience • Weak skills (public speaking, teamwork) • Negative personal traits (procrastination, no discipline) • Job search skills and motivation
External	<p style="text-align: center;"><u>Opportunities</u></p> <p>Summarize ways you can take advantage of opportunities that are outside your control:</p> <ul style="list-style-type: none"> • Positive trends in your discipline or industry • Advancement opportunities you could pursue • Connections within your industry or external of the field • Opportunities for professional development or training • Geography 	<p style="text-align: center;"><u>Threats</u></p> <p>Analyze external conditions that could pose a threat to your job search:</p> <ul style="list-style-type: none"> • Economic situation • Negative trends in your discipline or industry (downsizing, outdated technology) • Skills the competition can offer companies • Limited advancement in the company or field • Companies not interested or knowledgeable about your field of study • Geography

(Reference: http://www.quintcareers.com/SWOT_Analysis.html)

Once completed, the SCOT analysis can be used to further develop career goals, determine challenges to overcome, assist with resume and interview preparation and direct you to specific action items. Here are some questions to ask upon completing this exercise:

- Do your strengths match the typical requirements of the job you are pursuing?
- What companies can you pursue in order to meet your career goals?
- What skills or qualities are missing from your analysis that you can gain through additional training or education? What experiences are missing that could make you a more solid candidate?
- What opportunities could you pursue to make you a more viable candidate or allow you to network with others?
- How will you react to the threats to create opportunities?

Finally, use the information identified to create a plan of action for your job search. Follow through with each point of your plan.

Complete your SCOT Analysis using the format below.

Internal	<u>Strengths</u>	<u>Challenges</u>
External	<u>Opportunities</u>	<u>Threats</u>

Plan of Action:
