

SWOT ANALYSIS

NAME: _____

A SWOT Analysis is a strategic planning tool used to evaluate the Strengths, Weakness, Opportunities, and Threats involved in a project. The aim of conducting your own personal SWOT analysis is to identify the key internal and external factors that are important in maximizing your next semester at UMKC and making progress toward determining your educational and career objectives.

Using the boxes below identify between 3 and 5 aspects of yourself and your situation that are connected to your success at UMKC and/or achieving your career goals.

Strengths What do you do well?
What unique internal resources can you draw on?
What do others see as your strengths/skills?

Weaknesses What could you improve?
Where do you have fewer internal resources than others?
What are others likely to see as weaknesses?

Opportunities What advantages do you have?
Who are your supports?

Threats What is your competition doing?
What barriers could impact your success?

Strategic Plan

Using your SWOT Analysis you are going to write a plan that involves at **least three strategies** that will support success at UMKC and in a future career.

Some **possible** topic areas are listed below:

Passion

You Love It

Mission

You
Are
Great
At It

Purpose

The
World
Needs
It

Profession

You Are Paid
For It

Vocation

Gallup Strengths Finder

- A. Gain awareness of degree, major, career requirements and how those requirements can be met.
- B. Gain awareness of progress in academics and other skill domains related to success at UMKC and future career.
- C. Building academic and/or foundational skills related to success at UMKC and future career.
- D. Exploring academic and career interests.
- E. Building and maintaining networks in the KC area and/or at home.
- F. Identifying ways that Strengths/Opportunities help overcome Weaknesses/Threats.