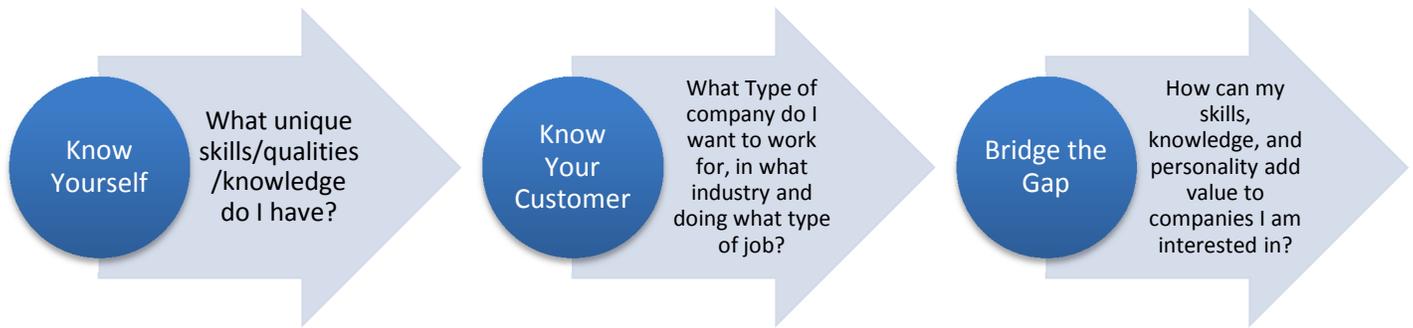


Career Development Plan/Personal SWOT

Name: _____



Self-Assessment/VIPS (The Type Focus online system will help students to identify values, interests, personality traits, and skills. Contact the Career Center for information about access.)

Values

Results from my Type Focus Values Inventory indicate my most important workplace values to consider when evaluating potential careers are:

- 1.
 - 2.
 - 3.
- Optional - others not included on Type Focus:

Interests

Results from my Type Focus Interest Inventory indicate my top occupational area(s) of interest are (check box for top 3).

- Realistic Investigative Artistic Social Enterprising Conventional
- Careers of interest to me include:

Personality

My Myers-Briggs Personality Type (four letter code) is:

Strengths of my personality type include:

Skills (In Type Focus click "Explore Occupations" and then "Skills")

My top four skills that I most want to use on the job:

- 1.
- 2.
- 3.
- 4.

Skills I would like to/need to further develop:

Personal Brand

My top four *Positive Brand Attributes* (adjectives people use to describe me – personality or competency based) include:

- 1.
- 2.
- 3.
- 4.

My *Positive Brand Attributes* that others don't see but I wish they did include:

I currently express evidence of my *Positive Brand Attributes* through my: (Check all that apply)

Face to Face Interactions Resume Cover Letter LinkedIn Profile Facebook Profile

Other: (please specify) _____

Industry/Employer Interest

My top 5 industries or employers I am interested in targeting in my internship or job search:

- 1.
- 2.
- 3.
- 4.
- 5.

My top 5 job titles that currently interest me (connected to the industries/employers listed above/and my VIPs [Values, Interests, and Personality Type]):

- 1.
- 2.
- 3.
- 4.
- 5.

Personal SWOT

Instructions

List your personal **strengths**. These are your personal skills, credentials and other features that give you an advantage or competitive edge in the workforce. Examples could include your education, specialized knowledge and your network of contacts. Do not write down every skill you have; only list the ones that you feel separate you from your peers. INTERNAL

List your **weaknesses**. Your weaknesses are the deficiencies or limitations that you have compared to others in your intended field of work. These weaknesses can indicate where you need to make improvements if you want to have a competitive chance of advancing in your career. INTERNAL

List your **opportunities**. These can include internships/jobs, leadership or performance learning opportunities. Be sure to think about all the opportunities available to you, even those you do not think you want to pursue. These are things that may help you to succeed. EXTERNAL

List **threats** that could limit your ability to succeed. Examples could include a limited number of job openings. You should include any external barriers that may threaten your ability to get a job. EXTERNAL

Positives

Negatives

Strengths (internal)	Weaknesses (internal)
Opportunities (external)	Threats (external)

Strategy/Action Plan

Write a strategy/action plan in the form of goals and objectives - based on your strengths, weaknesses, opportunities and threats. Use this strategy to guide what you will do next.

Write 4 goals/objectives that will get you to your overall career goal. These should be specific actions you will take to enhance the positives and diminish the negatives in your SWOT analysis. (ie experiences you will add to your "tool box" to make you more competitive in the job market and prepare you for professional success).

Goals must be in **SMART format (specific, measurable, attainable, relevant, time frames) and should **SAIL**:

Stretch: Is the goal challenging enough to make you raise your game?

Ability: Do you have the ability or could you reasonably learn what is needed to accomplish your goal?

Importance: Does the goal feel personally important to you?

Learning: Does the goal help to grow your skills in a way you want to grow them?

Examples: 1. Build my network of career contacts by 15 people in the next two weeks. 2. Develop targeted resumes for each position to which I apply in the next month. 3. Conduct an informational interview with an alum on the Big Blue Jobs/CCN Mentor Network by November 15. 4. Obtain a leadership position in a student organization for the next academic year. 5. To obtain an internship in the accounting field for the summer of 2015. 6. Join a professional organization in my field and attend a networking event by February 1.

1.

2.

3.

4.

Reflection/Things to Ponder

I am happiest when I am.....

I do my best work when.....

My biggest motivator is.....

My closest friends and family would describe me as.....

People I most admire include.....

My greatest strengths include.....

If I had to choose today, I would become a _____ because.....