**Personal SWOT Analysis**

**What is SWOT and why is it useful?**

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| **Strengths** | **Weaknesses** |
| *What relevant experience, skills and knowledge do you already have relating to the museum sector?* | *Where are the gaps? What experience, skills and knowledge will you need to gain in order to progress in your career?* |
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| **Opportunities** | **Threats** |
| *What opportunities are you aware of where you can gain more work experience, skills and knowledge, regarding the museum sector?* | *What could prevent you from progressing your career in the museum sector?* |
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Businesses use SWOT analyses to identify advantages and disadvantages they possess in the marketplace. By understanding both internal and external factors which may influence the achievement of objectives, businesses can better manage potential weaknesses and threats. SWOT can also be used individually in the same way to look at your capabilities in the context of the job market, and to support you with progression in the museum sector.