# SWOT Analysis

Broken down, a SWOT Analysis is an overview of a company, job market, or organization’s strengths, weaknesses, opportunities, and threats. Brain (2013, 129) writes,

*Using the SWOT matrix, you can determine where your strengths match up with opportunities, which areas you should capitalize on, and what you need to watch out for.*

Brain is using the SWOT idea in the context of a geographer who wants to start a small business. The premise can, however, be applied to just about any job sector.

Take some time to conduct a SWOT Analysis of your own area of interest (AOI). Provide 4-5 bulleted points for each of your AOI’s strengths, weaknesses, opportunities, and threats. Cite the references for each point you include.

You may do some independent research about your AOI, but here are some recommended sources:

* The textbook
* [The Bureau of Labor Statistics](https://www.bls.gov/) website
* [O\*Net](https://www.onetonline.org/) website
* AAG Jobs and Careers – [Salary Data and Trends for Geography Careers](http://www.aag.org/cs/salarydata)

Refer to Brain (2013, 130) for an example.

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| **Strengths** | **Weaknesses** |
| **Opportunities** | **Threats** |

### References

Brain, K. 2013. Starting a small geography business. In *Practicing geography: Careers for enhancing society and the environment*, ed. M. Solem, K. Foote, and J. Monk, 122-134. Boston: Pearson.