**INTERNAL (Things YOU Control):** Consider what preparation you already have for a job in the sport and recreation industry and consider what you still need to develop or learn. Fill in information in each category.

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| **ITEMS** | **Strengths** | **Weaknesses** |
| Skills related to your field | Communication Skills, People Skills, Sports Knowledge |  Take on more than I can handle at times |
| Management Style | Take initiative, leadership skills  |  Afraid to break rules- leads to not taking risks, afraid to fail |
| Communication (Witten & Oral) |  Create clear understanding, pay attention to detail |  Struggle with writing, grammar, word usage  |
| Industry Knowledge |  Been around sports my whole life, ran different types of camps/clinics, coached all ages |  Never really got a good understanding of all the rules, only the basic and well-known ones |
| Industry Experience |  Coached all ages, worked under successful individuals |  Haven’t necessarily managed/coached a high-level team, or more than one at a time |
| Networks – Professional Contacts |  Well-known college coaches in the area, Athletic Directors and program directors  |  Afraid to reach out to those I don’t know |
| Technology (software) |  Hands-on, quick learner |  Have to actually do things, struggle learning through straight lecture |

**(External) Things You Don't Control:** *Identify opportunities and threats for ANYONE with similar qualifications and experiences to become successfully employed in your chosen field. Look at the career you want. What is the education that you need? Can you get a job anywhere or only in a certain part of the country? Do you want to work in an office environment or can't stand the thought of being tied down all day? Is the industry you are aiming for in a growth spurt, or are there too many qualified people now? These are all factors that you can't control which will influence your career.*

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| **Item** | **Opportunities** | **Threats** |
| Economy/ Demand for jobs |  Networks and knowing coaches |  # of women who have connections and want to coach |
| Social or Political Trends |  Continuous networking opportunities | Hard to find coaching positions without experience |
| Technology |  Emailing and ways of communication to make it easier to contact coaches |  Most women have advanced technology making it easier to get ahold of coaches and gain opportunities |
| Advancement Availability | Started at a small level or assistant and moving up to higher positions |  Struggles in moving up, no success |
| Location (Job, Geography) |  Willing to move wherever I need to in order to find a position |  Having to move to a rougher area because of only getting one job offer |
| Workplace Culture |  Friendly, laid-back but still structured |  Uptight, no one gets along |
| Required Education |  Bachelor’s degree, may continue into Master’s program |  Someone having better degree and education to get the job over me |