Gap Analysis

You are probably excited to get out and start working in your desired field. To ensure that you meet the qualifications and market yourself effectively try completing a gap analysis. This exercise will help you refine and define skills needed to work in your desired field.

Gap Analysis

* Read a job description and underline requirements, qualifications, and desired attributes.
* Read the job description again. Highlight important keywords, skills, knowledge, and experiences desired by the employer.
* In the left column, start with the company’s stated requirements and descend by level of importance. Then add major responsibilities.
* In the next column write specific examples demonstrating specifically how you meet their needs. (Hint: incorporate as many accomplishment stories as possible).
* In the last column identify where you applied this skill. (I.e. specific class, volunteer project, part-time job, internship experience, leadership role, etc.)

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| **Company’s needs:** | **What I offer:** | **Where I gained/applied that skill:** |
| Example:Work in a team environment | Collaborated with 4 students to develop a comprehensive marketing plan | Marketing PrinciplesSpring 20XX |
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Analyze and Next Steps

* Note where gaps exist.
* Begin to think about how you will develop the skills and requirements you lack for the positions. (I.e. take a class on a specific subject, learn a new technology, obtain a leadership role in an organization, etc.)
* Adjust resume to ensure experiences where you demonstrated the company’s needs are listed. Add or enhance resume skill statements to incorporate language used stated in the job description.