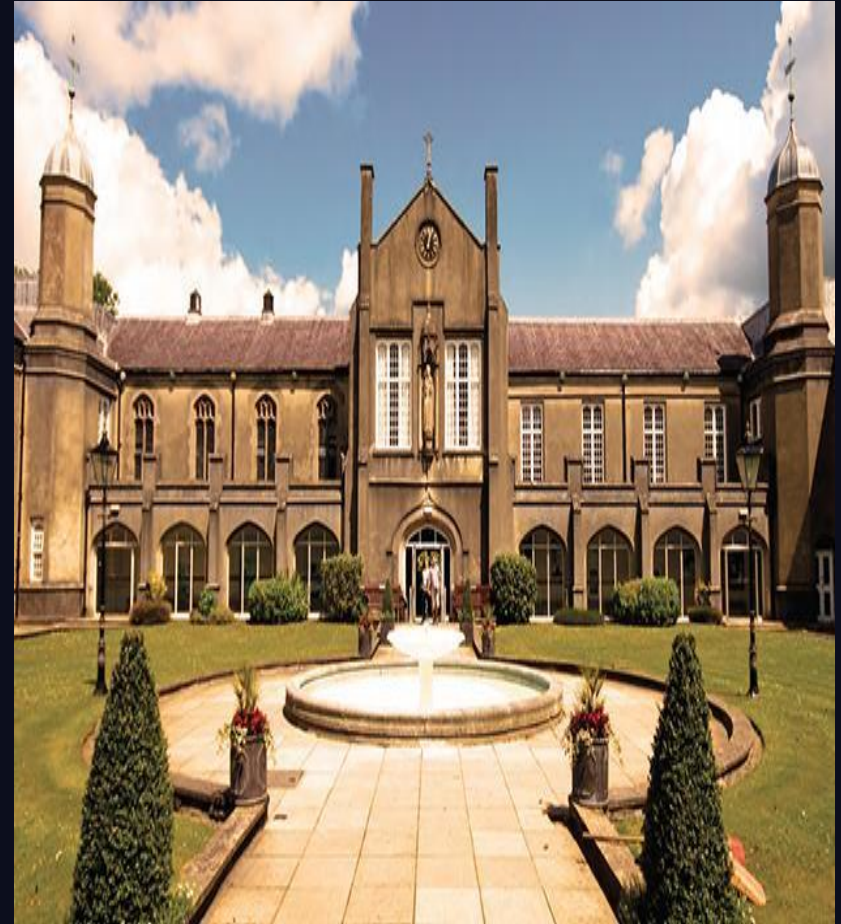


SWOT Analysis

Personal Growth Focus

Module Title: Professional Career
Development within H&SC.
Module Number: LCHS 4009 (LON).
Assignment No: ASSIGNMENT 1.
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Overview

- Development of a personal career vision and Understanding of Market needs.
- Acronym: Personal SWOT.
- Factors: Strengths, Weaknesses, Opportunities, Threats.
- SWOT analysis: strategic planning tools,
- Systematically identify and leverage individuals with internal capabilities and external opportunities to formulate strategies.
- Benefit opportunities with strength,
- Helps to build my strengths, achieve professional growth and development in my future profession or field in the Health and Social Care setting

Introduction



Conducting my personal SWOT analysis :

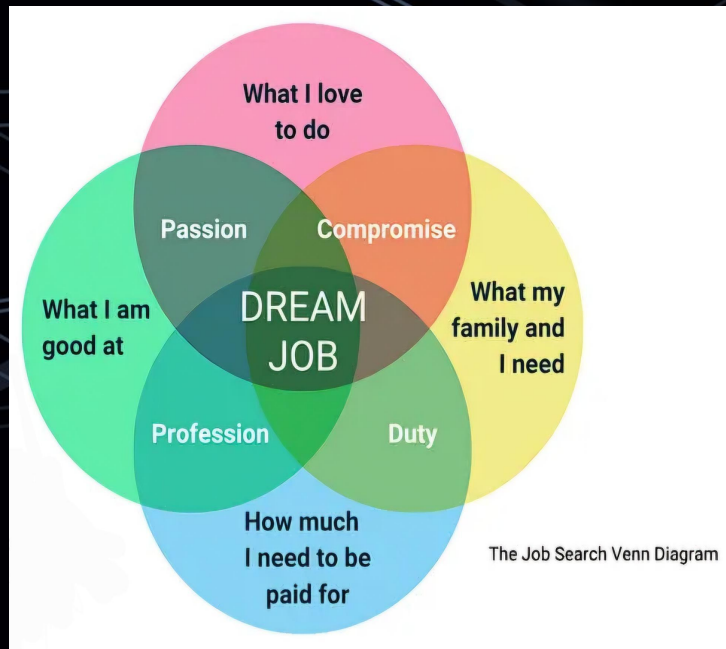
- essential to identify **strengths, weaknesses,** opportunities, and threats,
- provides to understanding of my current professional status,
- helps to develop personal targeted strategies fand growth career advancement in the Public Health And Social Care sectors .

Personal SWOT Analysis.

**Four elements to provide comprehensive
view for my decision- making.**

Adriana Ilona Rana-Ryng

Understanding the Job Market



- Over 1.6 million people work in adult social care in England
- High demand due to ageing population
- Career progression to senior care, social work, or management roles.

Source: Skills for Care (2024)

I do not determine my a career path

Analyse the market preference to the work setting and nature of:

- Home / virtual
- Office
- Field
- Organisation type and structure offers (different culture of priorities, work experience and enviromental) Focus on advances and disadvantages:
- •Public
- •Private
- •Chabusinessritable / Non-profit
- Own busines

Development of my career vision and what hat I analise:

- My ability vs likeable
- Preference at work
- Career goal
- Work time
- Benefits in future
- Knowledge what I achieve
- Qualification what I achieve and what I need develope
- Pass experience of my work and possibility in future for learn.

Hard Skills VS. Soft Skills for achieve by Me

- Database management
- Adobe software suite
- Network security
- Statistical analysis
- Data mining
- Mobile development
- User interface design
- Marketing campaign management
- Storage systems and management
- Programming languages (such as Perl, Python, Java, and Ruby)

- Integrity
- Dependability
- Effective communication
- Open-mindedness
- Teamwork
- Creativity
- Problem-solving
- Critical thinking Adaptability
- Organization
- Willingness to learn
- Empathy



My development on market work needs

Employers use the STAR model to assess the suitability of a future employee's hard and soft skills.

Hard skills:

- these are experiences gained during education, career and professional life experiences, such as technical knowledge and training.

Soft skills:

- personal habits and traits that influence the quality of working independently and with others.



Personal SWOT analysis and strategy.

Swot analysis is developing from 1960 (SOFT) to 1964 as SWOT or :

- SWOT MATRIX, TOWS, WOTS, WOTS UP, SITUATION ANALYSIS.
- Tools for strategic planning, selfreflect, understand past and current place.
- Assessing internal factors components (strengths and weaknesses) and external factors components (opportunities and threats)
- Identifies the factors,
- Help understand situation on market or life and build development plan.
- Make better informed decision on strategy :
- have use strengths, addressing weaknesses, capitalising on opportunities, prepare for threats.

SWOT analysis I

To categorise and evaluate different factors		Internal positive factors STRENGTH	External negative factors WEAKNESSES
P O S I T I V E	OPORTUNITIES EXTERNAL	OPORTUNITY STREANTH (OP): Strategies: I use STREANTH to take advantage of OPPORTUNITIES	OPPORTUNITY WEAKNESS (OW): Strategies: I use overcoming WEAKNESSES by the advantage of OPPORTUNITIES
N E G A T I V E	THREATS EXTERNAL	THREATS - STRENGTH (TS) Strategies: I use STRENGHT to avoid THREATS	THREATS- WEAKNESS (TW) Strategies : I minimize WEAKNESSES and avoid THREATS

Benefits form of using for me this strategy

- Use the benefits and opportunities for lead strength when there is a lack of market jobs.
- Strategic Alignment:
 - internal research attitude Vs external market for a job.
- Informed decision- making:
 - asses situation,
 - provide informed decision making,
 - structure way for fit allocation resorce to market job.
- Leveraging strength:
 - focus of existing STRENGHT,
 - growing and developing for fit field or in the Public Helth and Social Cafe any sector of job.,
- Identyfi of gaps for minimalize WEAKNESSES area and changes external THREATS by going resilience to adversities and treats using tools as education for skills.

SWOT analysis II

Strengths

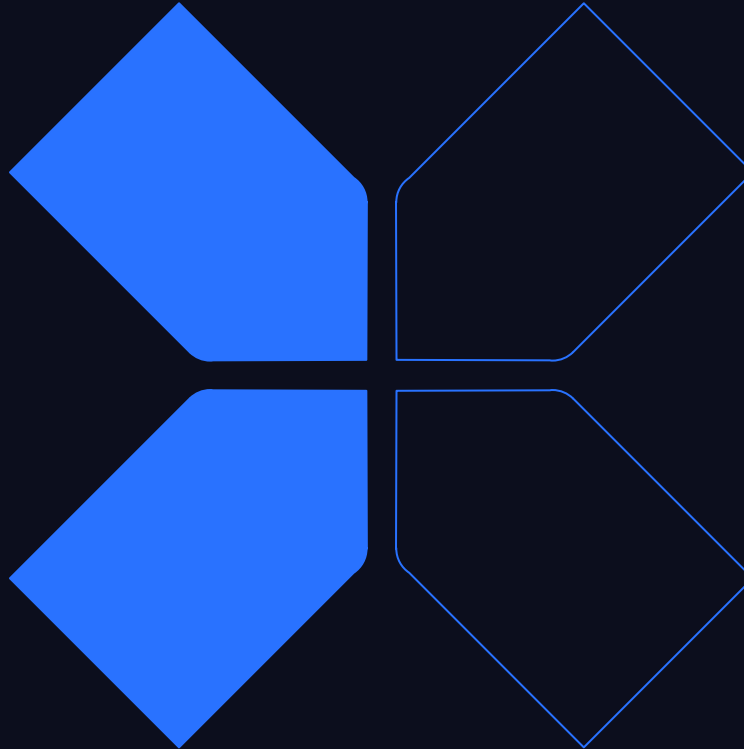
- collaboration,
- strong communication and empathy skills (Gillian's and Dunn, 2003).
- teamwork and collaborate.
- Culturally aware and adaptable.
- Passion for supporting vulnerable people.

Example: Volunteered at a care home, building trust with residents.

Opportunities

- QLS, CPD courses through NHS Learning Hub.
- Placement opportunities in care homes and hospitals.
- Rising demand for care workers in the UK.
- Networking via LinkedIn and university events.

Example: Enrolling in Safeguarding and Dementia Awareness courses.



Weaknesses

- Limited formal experience in UK care settings.
- Sometimes struggle to delegate tasks.
- Need to improve report writing and referencing.
- Time management (Lake and Epstein 2015)

Example: In group work, I often prefer doing more myself.

Threats

- High competition for care roles.
- Emotional burnout and stress.
- Balancing studies, work, and personal life.

Example: Managing emotional challenges by keeping a healthy routine.

Strengths Assessment

Key strengths :

- strong communication skills,
- empathy,
- the ability to work well under pressure.

This competencies are essential for me in:

- teamwork,
- leadership potential,
- adaptability in various option and solving problem ,
- That skill is fundamental for further development.

Weaknesses Identification



I focus on improvement:

- time management,
- delegation,
- self-care.

My weaknesses must be increase for: •

productivity,

- performance,
- maintaining well-being in a professional environment.

Opportunities Exploration

My opportunities include:

- networking events,
- volunteering,
- continuing education.

Online platforms provide me with these opportunities, allowing me to:

- develop professional contacts,
- develop new skills (hard and soft),
- deepen my professional knowledge.

This is fundamental to my success, professional advancement, and improves my visibility in the job market.

Threats



- High competition for care roles.
- Emotional burnout and stress.
- Balancing studies, work, and personal life.

Example: Managing emotional challenges by keeping a healthy routine.

Strategic Application

Using Strengths to Overcome
Weaknesses:

- Empathy helps in seeking feedback and learning from mentors.
- Adaptability supports working in new environments.
- Teamwork improves delegation and trust.

Leveraging Strengths to Address Weaknesses and Threats



Through my good communication skills and empathy, I can:

- improve my time management,
- delegate tasks,
- transform and direct my weaknesses into areas of professional development.

Self-care mitigates the risks caused by:

- burnout,
- high stress levels, but also:
- ensures resilience to negative factors and effectiveness in assigned tasks in a given position in a dynamic environment.

Utilizing Opportunities with Strengths

The ability to leverage my own potential requires me to effectively utilize my strengths, such as:

- Communication skills, which help with events and creating new professional contacts
- Empathy, which builds strong relationships.

Building strategic skills on my part will help me develop professionally, maximize benefits, and strengthen my position and influence in the industry.

Professional Growth Planning

My specific development plan integrates:

- SWOT analysis findings,
- sets intended goals.

My strengths help me:

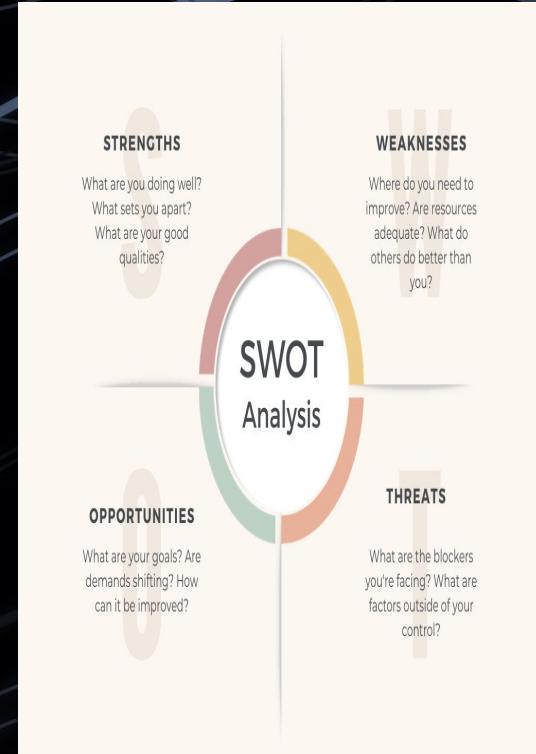
- focus on weaknesses,
- strategically exploit opportunities,
- minimize threats,
- shows the path to continuous professional and career development and success.

Conclusions

- A personal SWOT analysis reveals valuable information about a given professional profile.
- By properly analyzing my strengths, weaknesses, and threats, I can:
 - make informed decisions,
 - choose effective development strategies, -
 - increase mental resilience,
 - balance career development in a competitive environment.
- Relate experience and skills directly to fit the job

Summary

- Right choice on my personal priorities.
- Best fit and balancing between stability and autonomy
- Reflection and brain storm which analyses about nature of work and position setting and time at work
- Focusing about prioritise leadership Vs collaborator.
- Researching the labor market and using appropriate search engines to find job offers, employment agencies or applying directly from the source.
- Using personal SWOT MATRIX for self needs and fit to market



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Thank you for watching !

Do you have any questions and
feedback ?

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