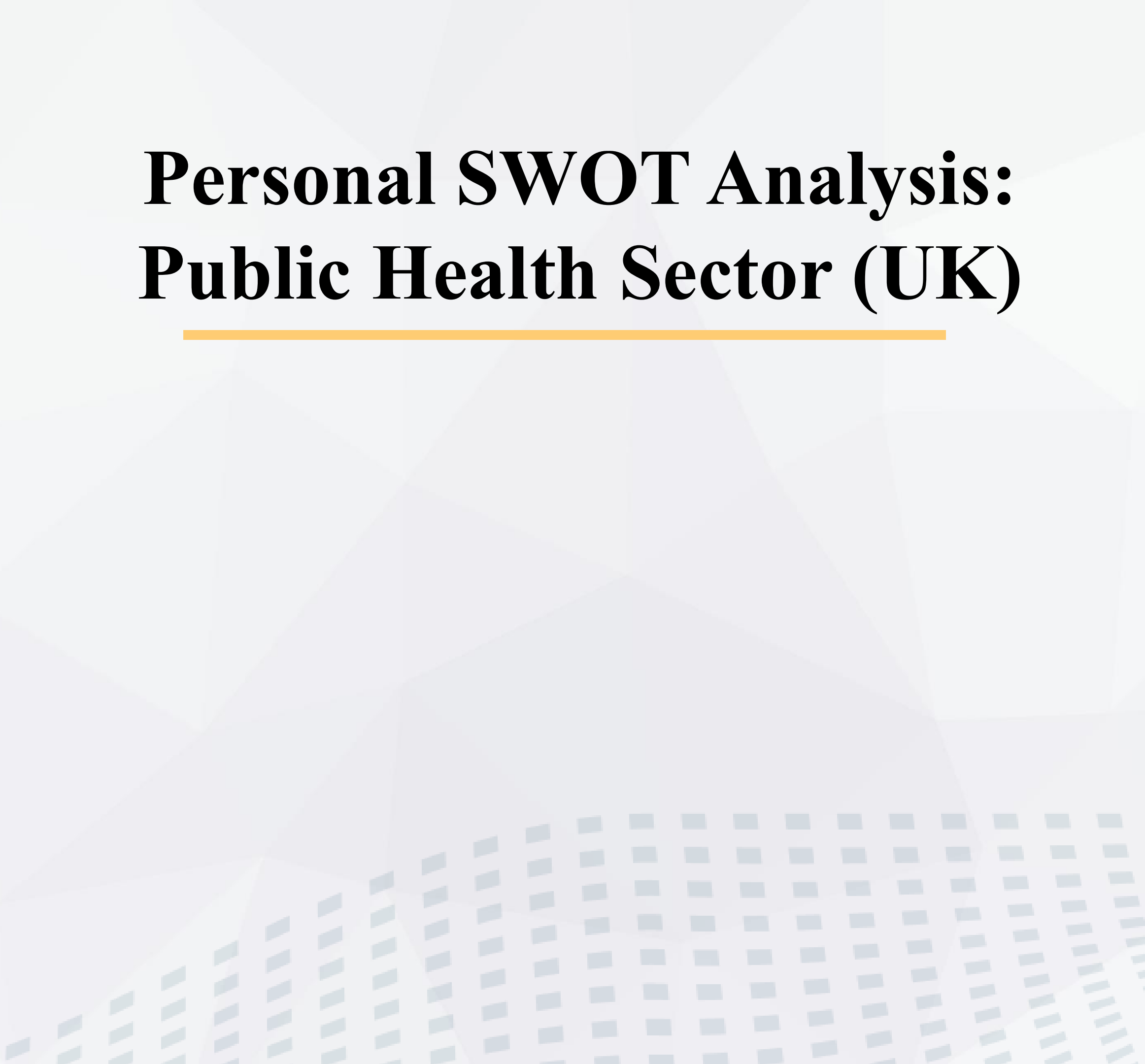




Personal SWOT Analysis: Public Health Sector (UK)



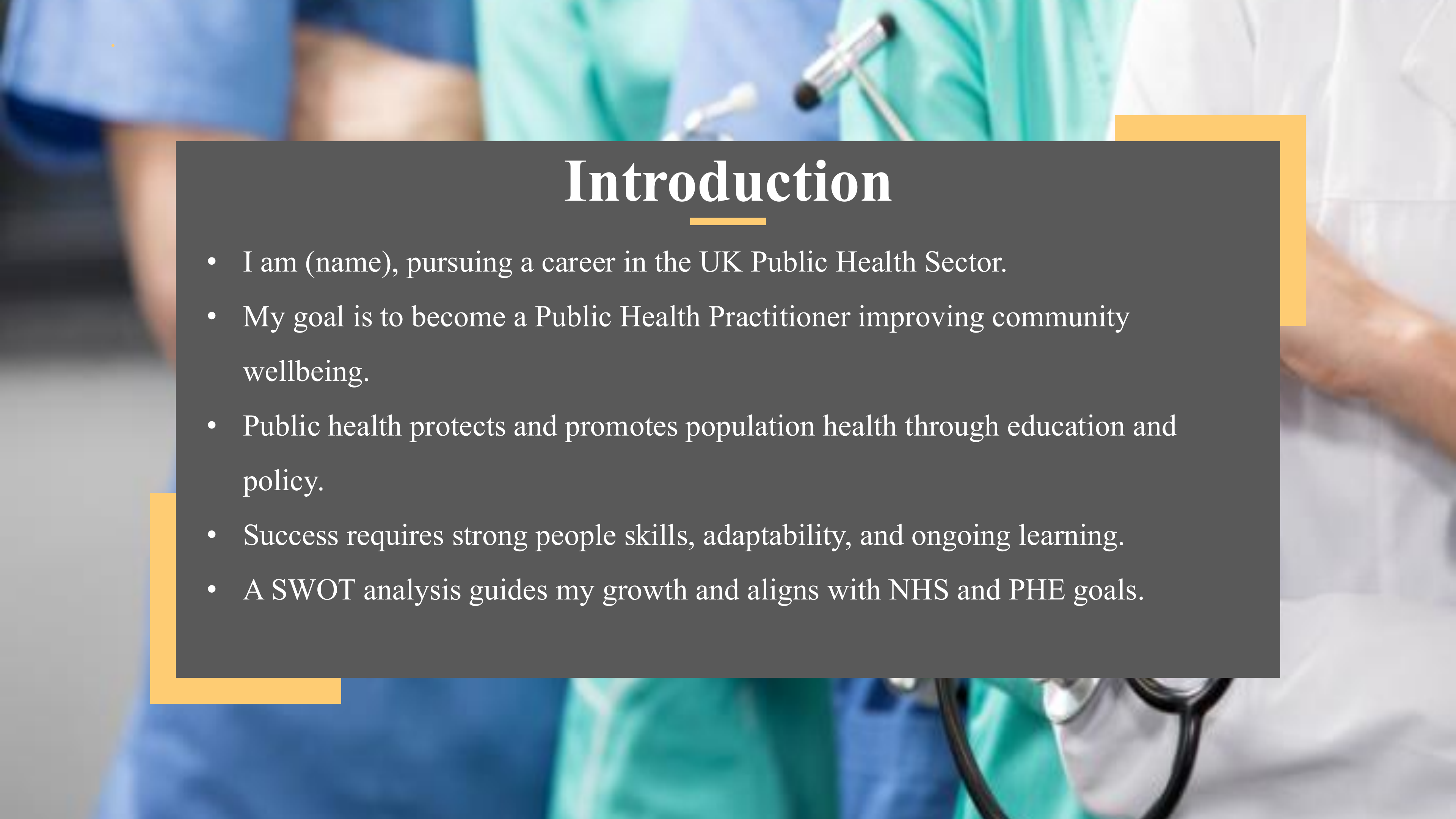
Overview

- The following presentation is a personal SWOT analysis, which will inform my professional advancement in the UK public health sector.

It includes:

- A brief introduction to my background and career aspiration.
- An explanation of SWOT analysis and its importance in public health careers.
- My personal strengths, weaknesses, opportunities, and threats.
- The way I can leverage on my strengths to avoid weaknesses and reduce threats.
- The way I can apply available opportunities to reach my professional goals
- A short conclusion and reflection on future development.

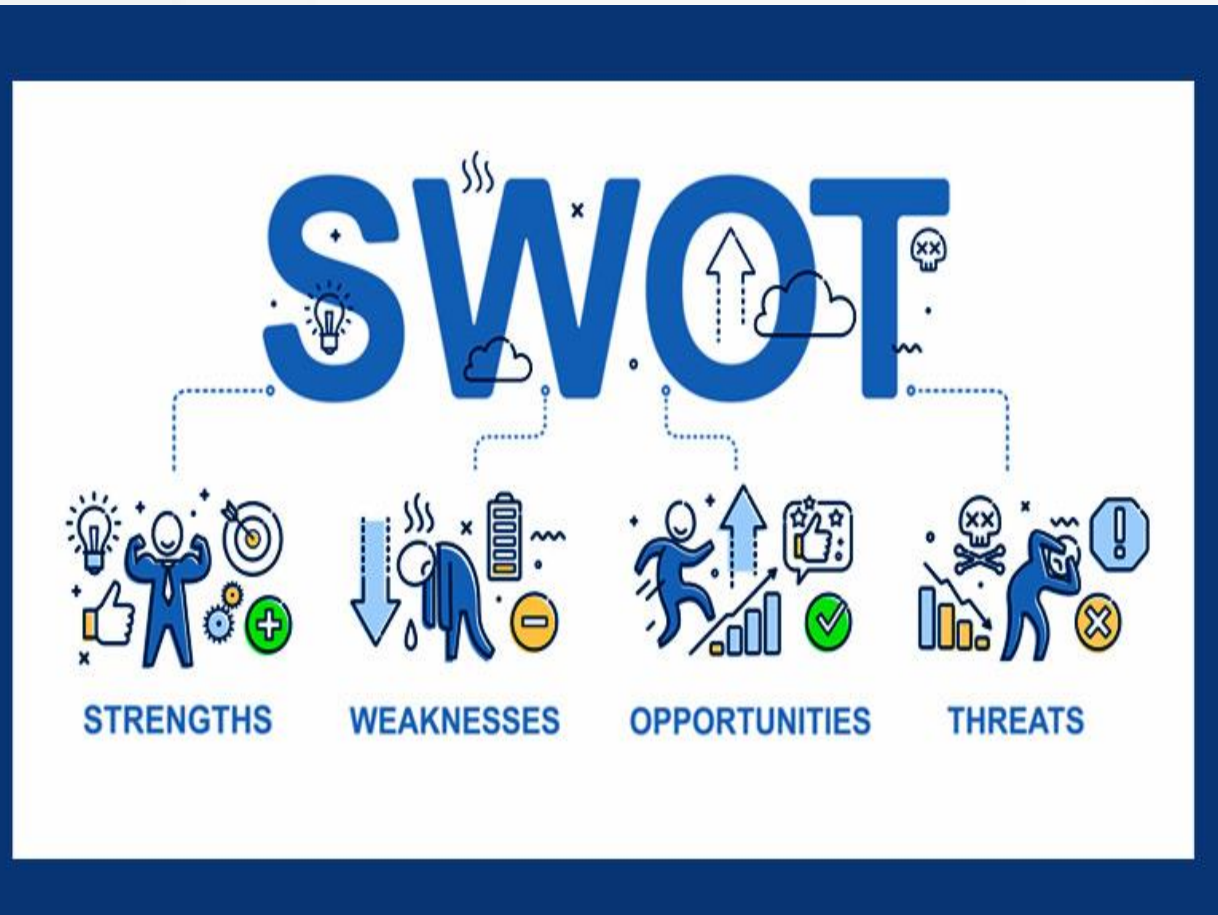




Introduction

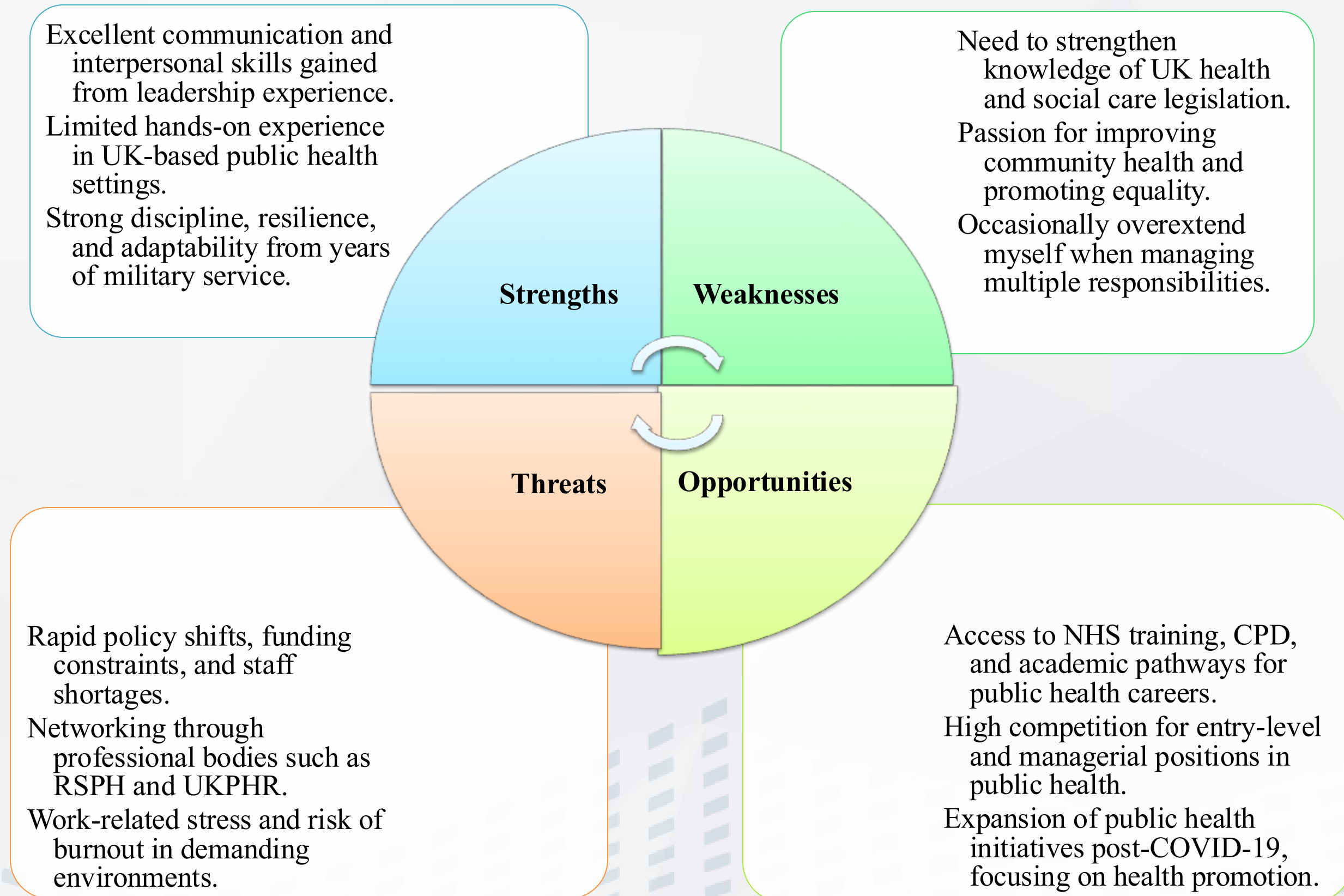
- I am (name), pursuing a career in the UK Public Health Sector.
- My goal is to become a Public Health Practitioner improving community wellbeing.
- Public health protects and promotes population health through education and policy.
- Success requires strong people skills, adaptability, and ongoing learning.
- A SWOT analysis guides my growth and aligns with NHS and PHE goals.

Understanding SWOT Analysis



- A **SWOT Analysis** is a structured planning tool that evaluates:
 - **Strengths:** Internal advantages or skills that can be leveraged.
 - **Weaknesses:** Internal limitations that may hinder progress.
 - **Opportunities:** External possibilities for development and growth.
 - **Threats:** External challenges that may impact success.
- SWOT analysis links internal skills with external demands for better decision-making.
- It helps UK public health professionals identify strengths and address career barriers (Faculty of Public Health, 2025).
- Promotes reflective practice and adaptability in a changing healthcare system.

My Personal SWOT Analysis



Leveraging Strengths to Overcome Weaknesses and Threats



- Strong communication and leadership support teamwork and empathy.
- Building UK networks reduces the impact of limited local experience.
- Adaptability and discipline promote continuous learning (Skills for Health, 2024).
- Mentorship and reflection strengthen policy understanding (Czabanowska and Middleton, 2022).
- Resilience and CPD help manage competition and policy change.
- Time management ensures sustained performance and wellbeing.

Utilizing Opportunities with Strengths

- UK public health offers strong growth and training opportunities.
- I will use communication and teamwork to join community health projects.
- Plan to gain RSPH membership and advanced training in epidemiology.
- Aim for roles like Public Health Officer or Health Promotion Specialist.
- Supports NHS Long Term Plan goals on population health and equity (RSPH, 2025).

