

SWOT analysis

by Naveed Mushtaq

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Module: Professional Development Within Health and Social Care

Lecture: Hajra Mustium

Assignment Title: Personal Development Portfolio

Naveed Mushtaq

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Personal statement:

I am a reliable, honest, hardworking and trustworthy person. I am also energetic and easy to get along with and work well both within a team and independently. I have the capacity to perform successfully under pressure and accept criticism. I am capable of taking action according to compassionate feelings.

I have the ability to speak four different languages: English, Urdu, Patwari and Punjabi which enable me to interact with individuals from different social backgrounds. I have effective communication and understanding skills.

I have several years experience of caring for elderly people in order to meet their health, personal and domestic needs.

Work Experience:

Health Care Assistant at Birchmere Care Home (08/2015-03/2017l 01/2018-03/2023)

Responsibilities and Achievements

I was working with a high dependency dementia unit. My job included bathing, washing, dressing, feeding, personal hygiene and overall reassurance comfort and safety of the residents, making notes of health changes. Logging everything in daily notes about the personal care given to the residents on that day during the shift. I used to work mainly the night shifts, when the activity during the night had a specific routine of observation and proactive personal care.

I became a med technician in November 2020, due to preparation and training given by the care home.

Qualifications:

Health and Social Care Level 4 (University of Wales Trinity Saint David 2022-2023)

Dementia pathway (Birchmere Care Home 2016)

Diploma Level 1 in Health and Social Care (South Birmingham College 2010-2011)

Level 1 in English and Math's, BTEC Entry Level 3 Functional Skills for Work and Life (South Birmingham College 2010-2011)

Entry Level 3 Literacy and Numeracy, Entry Level 3 Media and ICT (South Birmingham College 2008-2009)

BTEC Entry Level 1&2 Functional Skills for work and Life and ESOL Entry Level 2&3 in English and ICT. (South Birmingham College 2007-2008)

Trainings:

NVQ Level 1 Birchmere Care Home (2015-2022)

COSH (Control of Substances Hazardous to Health)

Dementia Care

Diet and Nutrition

Documentation and Record Keeping

Equality and Diversity

Health and Safety Care

¹²
Infection Prevention and Control

Mental Capacity Act (MCA) and Deprivation of Liberty Safeguards (DoLS)

Medication Awareness

Pressure Ulcer Prevention

Customer Service

Fire Awareness

Safeguarding of Adults

End of Life Care

Emergency First Aid Awareness

Data Protection

Distressed Signs, Reactions and Behaviors

Moving and Handling

Hobbies: I love traveling, gardening, doing all kinds of activities like watching movies, socializing on media and going out for long walks with my family members.

References are available upon request.

Cover letter

NHS Care Assistant



Secure Healthcare Solutions
Bridgnorth

Apply on Secure Healthca...

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Salary: 11.75-£15

Secure Healthcare Solutions is a company committed to providing outstanding levels of care to our clients and their service users. We are one of the UK's fastest growing agencies, supplying a range of healthcare professionals to clients all over the West Midlands, East Midlands, Lincolnshire and various other surrounding areas. From NHS, Residential and Nursing homes to Private hospitals and Secure Units.

As a company we are dedicated to having a happy workforce who are always going that extra mile for our clients and their service users.

We are currently recruiting Healthcare Assistants and Support Workers to work in the NHS within the Shropshire area, specifically Bridgnorth Community Hospital. Free, online based refresher training is provided (if required) along with your Uniform and Badge.

We are recruiting on Zero-hour basis however we do have consistent work available and the opportunity to pick-up full-time or part time hours which fit

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Dear Sir/Madam,

I'm writing to submit an application for the position of care assistant that was posted on the NHS website today, August 26.

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I have prior experience working in an aged care facility and take pleasure in supporting and helping those who are unable to take care of themselves. I have faced several difficult situations and some of them have been unpleasant, but I am not disappointed by this, as I prefer to do my best to assist and aid the people who need it. I am physically healthy. I've played a variety of roles throughout the years, from assisting patients with getting out of bed in the morning to assisting them with their meals to giving them activities and stimulation like taking them for walks in the garden.

I have always been a nice and compassionate person who enjoys improving people's lives and making them feel better during their most vulnerable times. I have a love for assisting individuals in need and assisting them in making the most of their lives as a trustworthy and compassionate person. I try my best to be alert and open to whatever that is expected of me since even the tiniest action can have a big impact.

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I am good at communicating with others and spend a lot of time conversing with family members, guests, and others inside the home. I am also well-organized and effective at handling several jobs at once. I am not limited to any particular schedule, and I have worked

both day and night hours in the past. I have experience as a med technician, and I have the necessary training to assist the nurse in her daily activities, including operating with stoma bags and catheters.

I've enclosed my most recent resume for your review, and I'd be pleased to address any inquiries you might have about my qualifications.

I appreciate you reading through my resume, and I look forward to speaking with you.

Yours sincerely,

Naveed Mushtaq

Personal Development Plan

One of my professional weaknesses is my medium level of knowledge in Informational Technology. It is going to be on the top of the list of professional priorities to begin an IT course specialized in Management and Security of Personal Data, which is going to be extremely useful in my career.

Because I have professional experience in Health Care, my short-term goal is to specialize myself in Health Care Management to compete for a Care Home Management role. Over the years I had the opportunity to observe and experience good and bad management decisions and analyze them from different perspectives, so I can put them in practice later and serve the best interests of the residents.

As a Care Home Manager, it is particularly important to have some knowledge of interhuman relations when dealing with your own staff and with the residents of the Care Home and their relatives. In order to achieve this, it is on my list of priorities to have in the next 2 years the Psychology Degree in psychological well-being practitioner. This degree will help me professionally to have more confidence in the relation with people around me and to offer to the Care Home residents holistic care.

Reflection of the presentation

In class we learnt about self-awareness individual presentation. We learnt about strengths, weaknesses, opportunities and threats about ourselves, and we made power point presentation individually on ourselves. Then the power point presentation was represented to the lecture individually. Once I started my presentation the ideas were coming quicker in my mind, and I corroborated the theory with my life experience to explain about my strengths, weaknesses, threats and opportunities. I spoke about my strengths that I'm hard working, quick learning, adaptability to new and stressful situations.

I have experience working in a team and as an individual.

All these qualities have been put into practice in my last workplace, which was a private health care institution.

I was constant in my effort to accumulate as much work experience and abilities being employed at the same institution for a number of years. Also, I spoke about my weaknesses that

I get anxious and shy and I lack of confidence sometimes in exposing my knowledge and the point of view.

English language being a second language sometimes I'm struggling with spelling of certain new words.

Sometimes I struggle to reach some level of creative thinking.

I have some IT knowledge and I need prompting when I have a difficulty with my computer. I talked about my opportunities that When you work for a certain amount of time with the same intellectual effort you are given some opportunities to upgrade from professional point of view. Becoming a senior and being in charge of multiple responsibilities. For example: opportunity to become a med tech.

To keep high standards in my care job I was given the opportunity to update and check my professional knowledge periodically. And talked about my threats as well that having a big family, I need to organise my free time between family duties and the personal plan action for my professional development.

Sometimes my development plan is neglected due to family chores and the exhaustion of the rest of that day because of the workplace.

Because of limited and very busy spare time sometimes I miss the deadline of the assignments. Low confidence made me refuse the opportunity to be a senior carer and climb on the professional ladder a few times. A key factor for my indecision was the negative opinion of my co-workers. Some of them were saying the responsibility was too high when giving the medicine to the residents for the payrate rise the management would offer.

The psychological pressure is leading me to procrastination and have gaps in my personal development. While I was interacting with my lecture, I was feeling nerves and anxious, but my lecture told me that I did very well with my presentation. I got positive feedback which made me feel happy and gave me some confidence to speak in front of the public.

Report on a skill

The module's most important skill is SWOT analysis. It gives you a complete image of the potential, showing strengths, weaknesses and how to manage them to reach your professional goals. It makes a significant difference when you realize your own intellectual limits and analyze them to have a complete image of what you can do to tackle them or use them to your advantage. SWOT analysis can be used as a personal development tool or as a large concept of managing a business.

¹ It is possible to develop organizational or individual strategy using SWOT analysis. Identification of internal and external components, selection and assessment of the most crucial aspects, and recognition of relationships between internal and external characteristics are all steps required to carry out strategy-oriented analysis¹.

¹ Matching and converting is one method of employing SWOT analysis. ⁴ By matching strengths to opportunities, matching is utilised to gain a competitive edge. Converting threats or vulnerabilities into opportunities is another strategy. Finding new markets is a conversion strategy example. If the dangers or vulnerabilities can't be changed, a business should endeavour to reduce or stay away from them.

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¹ SWOT analysis (2023) Wikipedia. Available at: https://en.wikipedia.org/wiki/SWOT_analysis (Accessed: 26 July 2023).

⁵ For instance, a high relationship between opportunities and strengths might imply favourable business conditions and permit the use of an aggressive approach. Strong interactions between threats and vulnerabilities, on the other hand, can be examined as a warning and guidance for employing a defensive approach.

⁶ The SWOT analysis is a method² that has been used in community work to pinpoint the good and negative aspects of organisations, communities, and society at large that either support or that attempts to deliver social services and effect social change. It serves as a preliminary tool for evaluating the possibilities, risks, and areas of strength and weakness in a community that is supported by a nonprofit or community organisation.

⁴ The SWOT analysis was first created as an organisational technique for businesses and industries, but it has been adapted for use in community work as a tool for finding external and internal support to counter the internal and external resistance. Public forums, listening campaigns, informative interviews, and other data collecting techniques can aid in better understanding the specific community. The SWOT analysis gives the next steps in the change process direction.

² This is crucial if the final suggestions are to be the outcome of debate and consultation, rather than merely the professional opinions of the individual. It is crucial to involve individuals from all departments while performing an organization-wide study to make sure that data is acquired from all areas of the company³.

A practical and widely used application of SWOT tool can be observed in Health Care management at the individual and also organisational level.

There are some limitations and mistakes of the strategies when using SWOT especially when the elevated expectations can't meet the realistic facts and all the managerial actions could lead to personal procrastination or an institutional lag⁴. This is why it is very important to analyze the key points from an objective perspective and to spread the goals in the medium and long term so the personal or managerial development can be realized in a scrupulous way.

² Personal swot analysis (2013) Samantha Long. Available at: <https://samanthalongyr1.wordpress.com/2013/02/04/personal-swot-analysis/> (Accessed: 8 July 2023).

³ (No date) Performing a SWOT analysis - Chartered Management Institute. Available at: <https://www.managers.org.uk/wp-content/uploads/2020/03/Performing-SWOT-analysis.pdf> (Accessed: 20 July 2023).

⁴ Home (no date) MindTools. Available at: <https://www.mindtools.com/amtbj63/swot-analysis> (Accessed: 24 July 2023).

SWOT analysis

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