

PROFESSIONAL DEVELOPMENT IN UK HEALTH AND SOCIAL CARE

STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

Sandra Monteiro

INTRODUCTION

WHAT IS A SWOT?

- **SWOT = Strengths, Weaknesses, Opportunities, Threats**
- **A tool for identifying internal and external factors affecting development**
- **Commonly used for strategic workforce planning in UK Health and Social Care**
- **Supports continuous learning, adaptability, and resilience**

Sources: Pickton and Wright (1998);
Sutton et al., (2023)

STRENGTHS

Recognising My Strengths for Professional Growth

- Strong communication and empathy with service users
- Teamwork and collaboration in multidisciplinary settings
- Commitment to professional learning and ethical care
- Ability to remain calm under pressure

Sources: NHS Leadership Academy (2023) *Personal Development Planning*; Stonehouse, D. (2024) *SWOT: What's it all about and how to use it?*

WEAKNESSES

Areas for Improvement in Professional Practice

- Limited experience in complex case management
- Tendency to take on too much responsibility
- Occasional difficulty with delegation
- Balancing emotional involvement with professional boundaries

Sources: Pickton, D.W. & Wright. (1998);
CareLearning (2024)

OPPORTUNITIES

- Access to NHS and Skills for Care training programmes
- Opportunities for continuous professional development (CPD) and upskilling
- Policy focus on workforce retention and career progression (Sutton et al., 2023)
- Networking and mentorship through placements and professional bodies
- Growing demand for skilled social care and support workers in the UK

Sources: Sutton, C. et al. (2023); Skills for Care (2023); NHS Leadership Academy (2023)

THREATS

- Workforce shortages and high staff turnover rates
- Emotional exhaustion and risk of burnout
- Policy and funding uncertainty in UK health and social care
- Increasing service demand due to ageing population
- Competition for career advancement opportunities

CONCLUSION

Using Strengths to Overcome Weaknesses and Manage Threats

- Apply communication and empathy skills to strengthen teamwork and delegation
- Use time management and digital training to address organisational weaknesses
- Leverage CPD and mentorship to build confidence and resilience
- Engage in reflective supervision to maintain emotional boundaries
- Use strategic planning to anticipate and adapt to sector changes

THANK YOU

Sandra Monteiro

Pickton, D.W. & Wright, S. (1998) *What's SWOT in Strategic Analysis? Strategic Change*, 7(2), pp. 101–109.

CareLearning (2024) *How to Use a SWOT Analysis in Health and Social Care*.

Skills for Care (2023) State of the Adult Social Care Sector and Workforce in England.

Sutton, C. et al. (2023) *Strategic Workforce Planning in Health and Social Care – An International Perspective: A Scoping Review*. *Health Policy*, 132, 104827.

Thomas, L. et al. (2023) *Professional Care Workforce: A Rapid Review of Evidence Supporting Methods of Recruitment, Retention, Safety, and Education*. *Human Resources for Health*, 21(95).

NHS Leadership Academy (2023) *Personal Development Planning*.

King's College London (2023) *Health and Social Care Workforce Research Study*.

REFERENCES
