
PERSONAL SWOT ANALYSIS FOR PROFESSIONAL DEVELOPMENT HEALTH AND SOCIAL CARE SECTOR (CAREER GOAL: OCCUPATIONAL HEALTH)

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WHAT IS A SWOT ANALYSIS?

A SWOT analysis identifies an individual's Strengths, Weaknesses, Opportunities, and Threats to support personal and professional growth.

According to the (NHS England, 2019). Strategic planning and self-assessment are essential for workforce development and improving health service delivery.

MY STRENGTHS

- Willingness to learn
- Good communication with patients
- Empathy and patience
- Teamwork skills
- Problem solving
- Organised and reliable
- Cultural awareness

Practical Example:

As a support worker, I built trust with service users by being empathetic and adaptable to diverse needs. This reflects the Skills for Care (Skills for Care, 2023) emphasis on interpersonal and cultural competence in care roles.

SLIDE 4 – MY WEAKNESS

- Lack of confidence in speaking up (e.g., during team meetings or when sharing ideas)
- Why this matters:
Occupational Health roles require confident and assertive communication to promote staff wellbeing and safety (NHS England, 2019).

OPPORTUNITIES IN HEALTH & SOCIAL CARE

- Access to NHS training and development programmes
- Clear career pathways into Occupational Health
- Increased focus on staff mental health and wellbeing (Skills for Care, 2023).
- Apprenticeships and funded qualifications
- High demand for skilled professionals in the sector

How to use my strengths:

My willingness to learn and organisational skills allow me to take advantage of professional development opportunities (NHS England, 2019).

THREATS IN THE SECTOR

- High competition for Occupational Health roles
- Risk of burnout and emotional stress (Skills for Care, 2023)
- Changes in regulations and policies (NHS England, 2019).
- Need for continuous professional development to stay current

How to minimise threats:

Use teamwork, problem solving, and strong organisation to manage pressure and remain adaptable in changing environments.

USING STRENGTHS TO OVERCOME WEAKNESSES & THREATS

- Practise communication in team settings to build confidence (Skills for Care, 2023).
 - Use empathy and teamwork to manage stress and reduce burnout.
 - Stay organised and reliable to stand out in competitive roles (NHS England, 2019).
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USING STRENGTHS TO MAXIMISE OPPORTUNITIES

- Willingness to learn → Take advantage of NHS training and CPD programmes.
 - Good communication & empathy → Valuable in Occupational Health and staff wellbeing roles.
 - Cultural awareness & problem solving → Support inclusive care and workplace wellbeing initiatives (Skills for Care, 2023).
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CONCLUSION

I have strong interpersonal, teamwork, and problem-solving skills that support my development in Health and Social Care.

By improving my confidence and using my strengths strategically, I can progress towards a successful career in Occupational Health (NHS England, 2019). (Skills for Care, 2023).

REFERENCES

- Reference list
 - NHS England (2019). *NHS Long Term Plan*. [online] NHS England. Available at: <https://www.longtermplan.nhs.uk/>.
 - Skills for Care (2023). *Skills for Care - Home*. [online] Skillsforcare.org.uk. Available at: <https://www.skillsforcare.org.uk/Home.aspx>.
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