

- **Professional Career Development within Health & Social Care**
 - **Module Number: LCHS 4009 (LON)**
 - **Student ID: 2430427**
 - **Assignment Number: Assignment 1**
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 - **Lecturer's Name: Soban Sadiq**

I do not use AI for my work.

Introduction:

My name is Beatrice Kusanu. I am 59 years old. I currently work at TFL, but I plan to change my career after university to work in the healthcare sector.

I chose this course so that I can be a healthcare professional and gain more skills and knowledge.

My career aspirations in health and social care are to become a support worker and to gain employment in the healthcare sector.

This presentation is about a SWOT analysis, what it means, and how important it is when applied in my academic and professional development.

What is a SWOT Analysis, and why is it important to my personal and professional development?

SWOT analysis is a systematic way used to identify an individual's or an organisation's strengths, weaknesses, opportunities and threats.

SWOT analysis would help me to make the right decision, to progress in my academic work, and to improve patient care.

Strengths:

- **Good time management**
- **Teamwork skills**
- **Adaptability**
- **Empathy**

Weaknesses:

- **Communication skills**
- **Digital skills**
- **Lack of confidence in public speaking**

Opportunities:

- **Digital research learning**
- **Career-changing opportunity**
- **Better life improvement**

Threats:

- **Stress**
- **Digital technology**
- **Lack of encouragement**

How could I leverage my strengths to overcome my weaknesses and minimise threats?

- I can use good time management as a key to boost my confidence.
- I can also leverage good time management to reduce stress.
- Teamwork skills can help me leverage my communication skills.
- Teamwork skills can also encourage me more in my academic development.
- I can use empathetic skills to leverage digital skills by understanding and respecting others' feelings and perspectives, and I can build trust, reduce fear, and create a positive environment for learning.

Opportunities that are available to me and how to utilise them.

- Academic opportunities. I will always visit the school's academic office for a new program, including the library.
- Career and professional development opportunities. I will try to attend every workshop that suits my career.
- Research program opportunities. I will improve myself in digital research skills.
- Student grants opportunities. Aim to manage funds correctly.
- Develop my knowledge and skillset. I will try as much as possible to learn more skills that will improve my knowledge.

Conclusion

SWOT analysis is a systematic planning approach that helps individuals or organisations to identify their strengths, weaknesses, opportunities and threats.

However, it is crucial in our day-to-day activities to make the right decision, to identify which areas we need to improve, to recognise development opportunities, and to manage the risks involved.

References

- Bitesize (2024). *How to Do a SWOT Analysis [with Examples & templates]*. [online] BiteSize Learning. Available at: <https://www.bitesizelearning.co.uk/resources/swot-analysis-explained-examples-templates>.
- Peterdy, K. (2024). *SWOT analysis*. [online] Corporate Finance Institute. Available at: <https://corporatefinanceinstitute.com/resources/management/swot-analysis/>.