

Personal Development within Health and Social Care

Emma Stevens - 2409971

Table of Contents

- What is SWOT?
- Aims and Objectives
- Strengths and Weaknesses
- Opportunities and Threats
- Action plan
- References

What is SWOT?

A swot analysis is a particular kind of analysis used to assess internal strengths, weaknesses in addition to external opportunities and threats. The analysis is commonly used to asses projects and individual growth. The initial internal assessment (strengths and weaknesses) is a crucial aspect of the assessment to ensure the correct resources essential to sustain and also grow.

Aims and Objectives

The internal and external aspects of the SWOT analysis can be split into two tables. With the first being the aims and objectives table. This table is a visual representation of an individuals goals. An aim is a general statement of intent while objectives tend to be specific and measurable.

Aims	Objectives
To finish my level four assignments in Health and Social Care	Ensuring I ask for help when i am struggling to understand any aspect of work.
To complete my Bsc in Health and Social Care	To keep momentum from my first year and continue studying diligently
To work as a part of a professional team in busy environment	Ensuring I balance study and work life
Become a care and support worker	Being passionate enough about health and social care to keep up with others in a busy work setting

Strengths and Weaknesses

Analysing strengths and weaknesses is an essential part of the internal SWOT analysis.

Strengths	Weaknesses
Caring person	Lack of confidence
Good team player	People pleasing (lack of ability to say no to others)
Willingness to learn and adapt	Caring about others while neglecting myself sometimes
Always applying maximum effort	Time management

Opportunities and Threats

Opportunities and threats is the next step in the analysis focusing on more external factors.

Opportunities	Threats
Finishing my level 4 qualification in Health and Social Care	Completing assignments on time and to a high quality
To be able to work in a busy professional setting	Adjusting to busy environments that are high pressure
Finishing my BSc degree in Health and Social Care	Finding the work more difficult as i progress to higher levels
Ensuring I achieve high marks in my degree qualification	Finding it difficult to balance work and study time

Action Plan

Goals	Actions to complete	Support and Resources	Target date	Review date
Complete Level 4 Health and Social Care	Completing my Assignments	Studying/asking follow up questions/attending lectures and sessions	20th October 2025	November 2025
Begin Level 5 Health and Social Care	Complete Level 4	Ensuring I am studying and completing assignments to a high quality	8th January 2026	November 2026
Progress on to Level 6 Health and Social Care	Complete Level 5	Ensuring I am studying and completing assignments to a high quality	8th January 2027	November 2027

References

Professor Humphrey, A (2005) - SWOT analysis for management consulting *SRI Alumni Association newsletter*

City University of Seattle SWOT and Pestle analysis(2025) -
<https://library.cityu.edu/researchguides/business/swot>

BBC SWOT analysis and Decision Making(2025) -
<https://www.bbc.co.uk/bitesize/guides/zkdc7nb/revision/5>