**Module Code:** FND3000

**Module Title**: Self-Reflection and SelfPresentation

**Assessment 001 (SWOT analysis and Essay)**

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# Introduction

A range of skills and knowledge remain crucial for academic, personal and career development; it is therefore of essence to carry out self-assessments and identify areas of personal strengths as well as weaknesses, to identify areas for further development. This essay includes a detailed discussion of my SWOT analysis relative to my defined goal of completing my course successfully. Initially this essay outlines what is a SWOT analysis and includes an illustration of my personal SWOT analysis. This is followed by a detailed reflection of how each of the elements in this SWOT analysis were derived. Based on my plans of accessing opportunities present, as well as addressing identified weaknesses and threats, the essay finally goes on to detail a plan for developing my own personal learning and career development.

# Discussion

An individual is more likely to succeed academically, personally and career-wise if their talents are used to the fullest extent; similarly they are likely to be suffering fewer issues in their academic, personal and professional life if weaknesses are identified and appropriately managed so they will not affect the work being carried out and prevent people moving forward (Watts *et al*, 2021). The SWOT analysis framework (Strengths, Weaknesses, Opportunities and Threats) is a useful tool that helps to identify such strengths and weaknesses, as well as analyse opportunities and threats that are evident in relation to accomplishing specific goals.

The ‘’strengths’’ element of the SWOT framework relates to skills and competences which can be performed strongly, including achievements, values and beliefs, personal resources that can be accessed, etc. (Nutley, 2012). The ‘’weaknesses’’ element in this framework concerns skills and competences which a person cannot confidently portray, as well as negative habits or personality traits that may hinder achievement of specific goals. The ‘’opportunities’’ element relates to opportunities presented in the external environment (at work, at college, through networks, etc.) which could be harnessed to better support achieving specified goals. In addition, fostering identified *strengths* and eliminating identified *weaknesses* could also open up opportunities. Finally the element of ‘’threats’’ in the SWOT framework relates to obstacles faced externally which would hinder achievement of specified goals (Rose, 2011); this could include personal weaknesses leading to threats.

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| **Strengths**   * Dedication to complete course * Time-management skills * Teamworking skills * Emotional intelligence (controlling emotions) | **Weaknesses**   * Nervous when communicating to crowds * Lacking interpersonal skills * Lacking presentation skills |
| **Opportunities**   * Apprenticeships and work-placements to acquire employability skills * Team working activities and presentation opportunities at college | **Threats**   * Tough competition from fellow students |

Figure 1: Personal SWOT analysis

Source: Author

**Strengths**

One of my strengths is my *dedication to complete the course*; since many years I have had a passion to promote health and wellbeing among people and make a positive change in their lives. I believe my course paves the pathway and enriches my knowledge to fulfill this purpose; hence I am passionate about my field of study and am dedicated to successfully completing my course, which will enable me to overcome challenges faced during the same. Further strengths being *teamworking skills* and *time-management skills*, I have several experiences where I worked as part of a team of several members to complete team work tasks and assignments on time. During one such experience I was given the responsibility of completing a key part of a report within a limited time frame; even though this was a challenging task I knew my team were depending on me, so I completed my part of the report well and on time, to help meeting my team goal.

This depicts my team working skills, as well as time-management skills. Moreover, I prefer to refrain from procrastination and aim at completing things in a timely and organized manner. In addition, *emotional intelligence* is another one of my strengths identified in the above SWOT analysis. This is particularly important to succeed in my profession, due to having to manage my emotions as I deal with people faced with various health and social care issues, under various circumstances. During a groupwork session, I had to coordinate a planning session with all group members to plan the way forward to complete tasks assigned to the group; however one team member was not cooperating with my ideas and was particularly critical of my suggestions. Even though I was angry at this team member for not cooperating with the group, I was capable of managing my angry emotions and behaved in a calm manner explaining the importance of collaboratively working together with a group consensus.

**Weaknesses**

One of my weaknesses is *feeling nervous when communicating to crowds*; I felt this when I faced experiences of giving speeches during gatherings at school and college. This is an important skill I need to foster, to be able to effectively engage in health promotion to communities. I plan to address this weakness by undertaking public speaking exercises, which will help better prepare my talking points and manage body language and speaking skills (Rose, 2011). Another weakness being lack of *interpersonal skills*, I have experienced this as I meet up with people in large gatherings and find it difficult to interact well with people due to feeling anxious and introverted. This lack of interpersonal skills remains a hurdle to achieving my career plans and also completing my course successfully as it is an important skill required to be able to network and also interact with communities and carry health promotion interventions.

I plan to address this weakness by voluntarily going forward and interacting with people in day-to-day life, and building up more connections via effective networking. A further weakness is identified to be my lack of *presentation skills*. I identified this through experiences of doing some presentations as part of my school and university work, and I was given feedback from mentors and colleagues in the audience that my presentation tends to be less impactful and the audience can only grasp very little of what was presented. I plan on improving this weakness by practicing and preparing well prior to presentations, and also taking part in presentation skills workshops to upskill myself.

**Opportunities**

There are several opportunities which I have identified, which would assist me to complete my course successfully and also follow a career in health promotion. This mainly involves *apprenticeships and work-placements* which will enable me to acquire much-needed employability skills, as well as practically apply knowledge gained during my course. In order to grasp these presented opportunities, I will make sure to access training and career opportunities provided through the university, as well as volunteering, apprenticeship, etc. opportunities advertised on job websites. A further opportunity identified which would enable me to successfully complete my course involves the various *team working activities and presentation opportunities at college.* This would help me to foster my strength of teamworking skills, and also overcome my weak presentation skills. I would access these presented opportunities by taking part in all teamwork activities and extracurricular activities, as well as conferences and workshops to foster team building and presentation skills.

**Threats**

One major threat I face, which serves as a barrier to successfully complete my course, is the tough competition from fellow students who I feel sometimes demonstrate better knowledge, skills and competences than myself; this includes subject knowledge regarding health and social care modules studied, as well as other skills including communication, organisation skills and presentation skills. My identified ‘’weakness’’ of lack of presentation skills flows on as a threat in this manner. To overcome this threat, I use the competitiveness as a motivator to further develop my knowledge and competences to stand out from the competition.

**Personal development plan**

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| **Development area** | **Development objectives** | **Development activities** | **Timeframe** | **Monitoring achievement** |
| Feeling nervous when communicating to crowds | -Preparing talking points  -Managing body language  -Developing effective speaking skills | Undertaking public speaking exercises | 6 months | **-**Less nervous when speaking in gatherings  -Improved speaking skills  -Improved body language |
| Interpersonal skills | **-**Interacting well with people in social gatherings | -Voluntarily interacting with people in day-to-day life.  -Building up more connections via effective networking. | 3-6 months | -Improved level of interaction with people and being more extroverted  -Increased academic/professional connections built through networking |
| Presentation skills | -Delivering more impactful presentations to the audience | **-**Taking part in presentation skills workshops  -Preparing and practicing for presentations | 3 -6 months | **-**More impactful presentations delivered to the audience  -Improved confidence towards presentations |
| Tough competition from fellow students | **-**Improve my competitiveness in the job market  -Standout from competition in the academic/professional environment | -Use the competitiveness as a motivator to further develop my knowledge and competences | 6 months-1 year | - Academic grades |

# Conclusion

This essay included a detailed discussion of my personal SWOT analysis relative to the defined goal of completing my course successfully. Identified strengths include my dedication to complete the course, time-management skills, teamworking skills and emotional intelligence. Opportunities present include apprenticeships and work-placements to acquire employability skills as well as team working activities and presentation opportunities at college. A personal development plan was designed to address identified areas of threats and weaknesses; these include weaknesses of feeling nervous when communicating to crowds, poor interpersonal skills, poor presentation skills, and the threat of tough competition from fellow students.

# References

Nutley, T. (2012). *Kick Start Personal Development Journal.* Oxon: Routledge.

Rose, C. (2011). *Self-awareness and Personal Development.* London: Kogan Page.

Watts, P., Fullard, M., and Peterson, A. (2021). *Understanding Character Education and Personal Development.* Cheltenham: Edward Elgar.