

From SWOT to So What	
SWOT Analysis	So What Analysis
STRENGTHS <ul style="list-style-type: none"> • Communication • Organization • Analytic skills • Computer skills • AI skills • Vision • Confidence • Follow through • Leadership • Creating manuals, & writing procedures • Positive Mental Attitude 	<p>Strengths - So What?</p> <ul style="list-style-type: none"> • Communication, organization, analytical skills. These strengths support management and organizational processes efficiently, to ensure clarity with customers and stakeholders, and lead initiatives that improve program outcomes. • AI and computer skills. Streamline repetitive tasks, analyze data faster, and introduce innovative tools to improve scholarship tracking and reporting. • Vision, confidence, follow-through. Support the <i>growth</i> of the department and organization, set long-term goals, and support execution. • A positive mental attitude helps sustain morale and resilience, especially when facing challenges like staff turnover or unexpected issues. <p>So What?</p> <p>Continues to improve skills to become a reliable collaborator in program success, capable of blending human leadership with technology to enhance efficiency and the organization's impact.</p>
WEAKNESSES <ul style="list-style-type: none"> • Compulsive needs to remove items from my to-do list • Strong-willed • Being straightforward 	<p>Weaknesses - So What?</p> <ul style="list-style-type: none"> • The compulsive need to clear-do lists risks prioritizing speed over strategy; may need to balance urgency with reflection. • Strong-willed and straightforward can be perceived as inflexible; it is important to channel this into constructive teamwork while maintaining diplomacy. <p>So What?</p> <p>These weaknesses highlight areas where self-awareness and adaptation are key. Learn to manage perception, pace yourself, and find alternative ways to connect professionally (virtual conferences, online training).</p>
OPPORTUNITIES - SWOT <ul style="list-style-type: none"> • Projects that force you to learn new skills • Continuous improvement - professional development • To utilize skills, knowledge, and abilities • Practice skills • Teaching others • Building a high-performance team 	<p>Opportunities - So What?</p> <ul style="list-style-type: none"> • Projects that force new skills expand knowledge toolkits, to become more versatile and valuable. • Continuous improvement & professional development. It is both a strength and an opportunity. Become a lifelong learner, which aligns with organizational or personal success. • Teaching others and supporting high-performance teams multiply impact by mentoring colleagues, ensuring program sustainability. If team members leave, the written SOPs and training videos can sustain the knowledge needed for the job. <p>So What?</p> <p>Developing a clear pathway to growth and influence. By seizing these opportunities, you can strengthen both your own career trajectory and build resilience.</p>
THREATS <ul style="list-style-type: none"> • Unexpected health problems – self or family • Team members may quit • Stagnation 	<p>Threats - So What?</p> <ul style="list-style-type: none"> • Unexpected health problems (self/family). Could disrupt continuity; need contingency planning and delegation strategies. • Team members quitting the risk of losing institutional knowledge; underscores the importance of documentation (manuals, procedures) and cross-training. • Stagnation. Without innovation, departments and organizations could plateau; your vision, combined with your knowledge, skills, and abilities, can counteract this threat. <p>So What?</p> <p>Threats underscore the importance of proactive planning, knowledge sharing, and innovation. Your skills and organizational techniques are critical in mitigating these risks.</p>