

<b>From SWOT to So What</b>	
<b>SWOT Analysis</b>	<b>So What Analysis</b>
<b>STRENGTHS</b> <ul style="list-style-type: none"> <li>• Communication</li> <li>• Organization</li> <li>• Analytic skills</li> <li>• Computer skills</li> <li>• AI skills</li> <li>• Vision</li> <li>• Confidence</li> <li>• Follow through</li> <li>• Leadership</li> <li>• Creating manuals, &amp; writing procedures</li> <li>• Positive Mental Attitude</li> </ul>	<p><b>Strengths - So What?</b></p> <ul style="list-style-type: none"> <li>• <b>Communication, organization, analytical skills.</b> These strengths support management and organizational processes efficiently, to ensure clarity with customers and stakeholders, and lead initiatives that improve program outcomes.</li> <li>• <b>AI and computer skills.</b> Streamline repetitive tasks, analyze data faster, and introduce innovative tools to improve scholarship tracking and reporting.</li> <li>• <b>Vision, confidence, follow-through.</b> Support the <i>growth</i> of the department and organization, set long-term goals, and support execution.</li> <li>• <b>A positive mental attitude</b> helps sustain morale and resilience, especially when facing challenges like staff turnover or unexpected issues.</li> </ul> <p><b>So What?</b></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>
<b>WEAKNESSES</b> <ul style="list-style-type: none"> <li>• Compulsive needs to remove items from my to-do list</li> <li>• Strong-willed</li> <li>• Being straightforward</li> </ul>	<p><b>Weaknesses - So What?</b></p> <ul style="list-style-type: none"> <li>• <b>The compulsive need to clear-do lists</b> risks prioritizing speed over strategy; may need to balance urgency with reflection.</li> <li>• <b>Strong-willed and straightforward</b> can be perceived as inflexible; it is important to channel this into constructive teamwork while maintaining diplomacy.</li> </ul> <p><b>So What?</b></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>
<b>OPPORTUNITIES - SWOT</b> <ul style="list-style-type: none"> <li>• Projects that force you to learn new skills</li> <li>• Continuous improvement - professional development</li> <li>• To utilize skills, knowledge, and abilities</li> <li>• Practice skills</li> <li>• Teaching others</li> <li>• Building a high-performance team</li> </ul>	<p><b>Opportunities - So What?</b></p> <ul style="list-style-type: none"> <li>• <b>Projects that force new skills</b> expand knowledge toolkits, to become more versatile and valuable.</li> <li>• <b>Continuous improvement &amp; professional development.</b> It is both a strength and an opportunity. Become a lifelong learner, which aligns with organizational or personal success.</li> <li>• <b>Teaching others and supporting high-performance teams</b> 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.</li> </ul> <p><b>So What?</b></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>
<b>THREATS</b> <ul style="list-style-type: none"> <li>• Unexpected health problems – self or family</li> <li>• Team members may quit</li> <li>• Stagnation</li> </ul>	<p><b>Threats - So What?</b></p> <ul style="list-style-type: none"> <li>• <b>Unexpected health problems (self/family).</b> Could disrupt continuity; need contingency planning and delegation strategies.</li> <li>• <b>Team members quitting</b> the risk of losing institutional knowledge; underscores the importance of documentation (manuals, procedures) and cross-training.</li> <li>• <b>Stagnation.</b> Without innovation, departments and organizations could plateau; your vision, combined with your knowledge, skills, and abilities, can counteract this threat.</li> </ul> <p><b>So What?</b></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>