

## Professional SWOT Analysis

A personal and professional SWOT analysis is an excellent tool in the pursuit of career goals. The analysis helps an individual get insights based on their personality strengths and weaknesses and helps identify the challenges ahead and the opportunities around an individual at the moment and in the future.

### Analysis Table

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Good communicator: I communicate well with my boss, clients, and team. I am also a good listener because I believe communication is two-way.</li> <li>• Great organizational skills</li> <li>• Graduate degree in a hospitality management course, which is directly related to my area of work</li> <li>• Perfectionist: I hate making mistakes, and I go over things several times to ensure that everything is okay</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>• Prefer working independently, while my nature of work always involves team effort.</li> <li>• I am a little impatient. I feel frustrated with other team members who perform at a slower pace or a lower standard than expected.</li> <li>• Too Cautious. I am reluctant to taking risks and trying new ways of doing things as there is the fear of failing</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Because of the nature of my work, I interact with essential stakeholders in the Puerto Rico sports tourism industry</li> <li>• I work with one of the major companies in sport tourism in the region</li> <li>• Senior staffs give me innovation opportunities. I can try new procedures geared towards efficiency</li> <li>• I attend several seminars through my work position, which is an opportunity for networking</li> <li>• The sports industry is very dynamic. Opportunities may present themselves</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• The sports industry is very dynamic: Threats may affect the industry</li> <li>• The economic climate caused by the pandemic has resulted in slow growth for the sports industry and the company I work with.</li> <li>• Poor job security compared to other senior colleagues as I am a contracted employee</li> <li>• One of the employees is a stronger speaker than I am</li> </ul>

### Discussion

**Strength: Great organizational skills**

Event preparation and planning are complex tasks involving several processes, from strategy stages to the post-event checklist. My work involves keeping client timelines on schedule, keeping client and company budgets in check, and ensuring that all the event details are running well. On the event day, I have to arrange and coordinate event attendees to satisfy all the stakeholders. To ensure that everything is running well, I document everything, even the smallest of the details. I also use management software programs a lot in a way that other team members can understand the planning process. I note the timeline of every process during the event organization and planning. For non-work-related things, I make use of my phone organizer and the Microsoft Excel program. I can leverage my strength by delegating some tasks and alleviate what's on my plate.

**Weakness: Prefer working independently.**

I have always found myself with too much work on my schedule. This is usually caused by not delegating tasks that I feel are too complex or having to go through tasks done by other team members. Not delegating may sound or insinuate that I lack confidence in my co-workers, but it is just that I never feel like anyone can do something the way I do it, or I may do it faster or better than them. I also have a fear of getting the blame for something that was entrusted to me. To improve this weakness, I am learning to admit that junior staff can do the work as well as me and accepting that mistakes may be made, but they can always be corrected.

**Opportunity: Networking**

My work allows me to interact with different stakeholders in the Puerto Rico region who are involved in the sports tourism industry. Because of my deep interest, I find myself interacting with the stakeholders and discussing areas of improvement and how I see the industry in the future. The interaction highly improves my employment opportunities. Besides, employment opportunities present themselves because the marathon runners,

suppliers, attendees, and other stakeholders notice my exceptional skills during the planning and execution of the events. I can maximize this opportunity by ensuring that I deliver beyond expectations.

### **Threat: Economic climate caused by the pandemic**

The pandemic has severely affected sports tourism and the hospitality industry at large. At the start of the pandemic, most of the sports events were canceled, thus affecting our schedule and the company finances. We had a bigger challenge as sports events, especially marathons, cannot be held virtually. We could hold events without attendees when the situation slightly improved, but some participants could not attend the marathons due to travel restrictions. The whole situation led to some staff being laid off and everyone being forced to take pay cuts. Organizing events as the situation improves is also expensive as several health precautions have to be taken. This threat can be mitigated by ensuring that the government Covid-19 regulations are adhered to.

### **Conclusion**

The professional SWOT analysis has made me realize that I need to work on different areas, such as my weaknesses of preferring to work independently, being impatient, and being too patient. Working on my weaknesses and taking advantage of my strengths can help me position myself better in the job market. The external factors analysis also proved that I have several opportunities for growth and a substantive number of threats too. Capitalizing on the available opportunities and mitigating the threats can position me better in the industry.