

Student ID : FF220339

COURSE : Personal Development for Employability

COURSE CODE : 22BSP030

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SWOT ANALYSIS

Intended Career: Healthcare- technology / Healthcare- consulting / Healthcare- management/ Medical Writing

INTRODUCTION

My envisioned career trajectory involves leveraging my prior medical career and clinical acumen to pivot towards healthcare roles while maintaining a non-clinical focus. In addition to my medical background, I wish to draw upon my entrepreneurial experience in founding a small business as well as my managerial tenure in an ophthalmology practice to contribute meaningfully to the sectors of health technology, healthcare consulting, and healthcare management. Finally, my advanced management education with a generalized business emphasis will serve to help the persistent challenges in business management that pervade the healthcare sector.

Strengths:

One of my most significant strengths includes my extensive educational background in medical sciences and clinical medicine, complemented by my pursuit of a Masters (MSc) in business management. I therefore have a unique set of skills and knowledge that can bridge the gap between healthcare and business.

My diverse portfolio of working experience in multiple fields makes me a unique and attractive candidate. I worked as a medical doctor in the hospital, founded a badminton coaching company, managed at an ophthalmologist's practice as well as directed a family-owned private assets holding company. This taught how to be adaptable to different working environments and developed delegation skills, even while working as a full-time medical doctor.

I displayed excellent entrepreneurial efforts by managing a family-owned private assets management holding company as well as founding a sporting business which enriched the local community. This entrepreneurial spirit, combined with my diverse experience and education makes me an asset to any organization looking to innovate and create impactful solutions.

Additionally, I have varied interests in professional sports and volunteering. I participated in professional sporting by being a national player in my home country and representing the country on an international level in badminton. I was also an active member of the Chinese Benevolent Association where I set up youth targeted programs, demonstrating my commitment to giving back to the community.

Weaknesses:

Although I have a strong background in medicine clinically and educationally, one of my main areas of development to be addressed, is in health-tech and healthcare consulting. To address this lack of formal experience, I am eager to engage in online courses and workshops related to health-tech and consulting. Additionally, I plan to network with likeminded professionals in these fields to gain a better understanding and insight in potential job opportunities.

While I am still pursuing my (MSc) Masters in business management, I have not had the opportunity to utilize it in a direct management job or internship. To address this, I plan to seek out management-related internships or entry-level positions in healthcare organizations. I am also open to volunteering my time to help with managerial tasks at non-profit organizations or other community groups.

Another concerning point, is that as an international student, I understand that some companies may not be able to sponsor a working visa which could limit my employability. To address this, I plan to research companies that are open to hiring international candidates or offer remote work options.

Lastly, my work experience has all been within my home country, which is not recognized as a first-world country. In order to combat this, I will emphasize my unique perspective and diverse background which can be used to bring value to any organization. I plan to highlight my adaptability and ability to work in different environments which has given me a broad range of skills and expertise.

Opportunities:

One of the main opportunities as an international student with limited work experience outside my home country, would be to utilize the postgraduate working visa to gain experience within the United Kingdom. This will help me gain valuable work experience in a first world country and alleviate my lack of international experience.

Secondly, utilizing my medical background and clinical experience within healthcare industry will allow me to apply for internships or entry-level jobs at healthcare consulting firms or health-technology companies. This will allow me to gain formal experience in non-clinical medical fields in order to develop the skills necessary to succeed in these fields.

I also have the unique opportunity to be a part of a network of like-minded individuals who come from similar healthcare backgrounds, due to me being a medical doctor. This makes the opportunities to connect with others within the industry easier. I can leverage this through LinkedIn, public events, and interpersonal interactions. This would prove pivotal in making connections to transition into non-clinical roles.

Lastly, pursuing a PhD position in my home country or within the United Kingdom in a specific non-clinical healthcare field would not only increase my formal education, but also strengthen my position to recruiters, making me a more competitive candidate for non-clinical healthcare roles.

Threats:

One of the main threats to my proposed career path is the limited availability of positions in healthcare consulting, healthcare management, and health-technology industries. Although these industries have great potential for growth and innovation, they are relatively small and new for a straight forward career path.

Additionally, many physicians find difficulty with the transition from clinical work to non-clinical roles. This transition is usually done at a much higher seniority level of physician usually at the level of a physician consultant. This is a major threat as I only have experience in the foundations years.

Lastly, recruiters may prioritize looking for employees with already existing formal training and education in either business consulting, technology, and business management rather than medical doctors. They may rationalize this as these candidates would have more relevant expertise and experience in these fields. This may prove to be a significant challenge as a medical doctor seeking to enter non-clinical healthcare roles as I will be competing with individuals from other diverse backgrounds.

Conclusion:

With my experience as a medical doctor and pursuit of a master's in business management along with my proven track record in entrepreneurship and business management; I bring a unique mixture of clinical and business acumen to non-clinical healthcare roles. While I lack formal experience in healthcare-consulting, health-technology,

and healthcare management, I am eager to gain this experience through entry-level jobs or internships. I also plan to utilize my graduate visa to gain exposure to the United Kingdom healthcare industry.

Taking advantage of the unique network within both business and medical communities, I am confident in my ability to connect with like-minded individuals and pursue new opportunities in my chosen fields. I am also considering pursuing a PhD in specific health-care management, health-consulting, or health-technology fields to further enhance my skillset and advance my career in non-clinical healthcare.

WORD COUNT : 1080 words without titles

STAR Model

Employability skill: Adaptation

Nature of Activity: Quickly adapted to a large growth in customer for the badminton company by delegation and active hiring process.

Dates of Activity: Jun 2020 – Present

Time Commitment of Activity: 25 hours per week

Situation:

I was a final year medical student while actively running a self-founded badminton company. The situation involved coping while a large increase in customers (75+) active participants while only having my founding partner helping to actively coach the participants.

Task:

My task was to manage this surge in demand while ensuring that each participant received a high-quality experience while ensuring that the company remained profitable.

Action:

To meet these demand, I hired top professional players on an hourly basis to help coach the participants. I also worked with a social media manager to increase our online presence and reach new customers. To cope with the increased demand, we rented additional space and court time. Additionally, I created coaching plans and divided participants into groups that would be easier to manage.

Result:

The badminton academy was successful in maintaining a retention rate of customers over 70% which allowed a much higher inflow of revenue. This was achieved while still being profitable to both founding partners. In terms of the social media, it was successful in showing the growth of the company improving the brand visibility and brand awareness. This was evidenced by an increase in customer demand. Lastly, the quality of training was maintained even with this massive growth and short timespan to cope.

Reflection:

I learned how to manage people effectively, which involved tasks like hiring and delegation. This experience helped me realize the significance of efficient communication and delegation within a team. As a result learnt essential skills required to be a good manager. Additionally, I developed a strategic mindset that enabled me to think quickly and efficiently in the face of challenging situations that typically arise during a company's growth. I learned how to leverage a company's growth to enhance its marketability to a broader customer base, which ultimately resulted in more profits.

Application:

The management and delegation skills I learnt from running the badminton company will be valuable in future entrepreneurial ventures and management positions. These skills include hiring and project delegation, strategic planning, and utilizing social media for marketing. Additionally, the experience of managing sudden growth and a large number of customers will be helpful in any industry.

Employability skill : Website Design and Social Media Management

Nature of Activity: Designed and managed websites and social media for three different small businesses, including two family-owned medical practices and my own badminton academy.

Dates of Activity: Feb 2020 – Present

Time Commitment of Activity: 10 hours a week

Situation:

I needed to improve the online presence, brand awareness and customer acquisition for two family owned medical practices and my own founded badminton academy.

Task:

I was tasked with creating and managing a strong social media presence well as user-friendly websites to further increase brand visibility and accessibility for the businesses.

Action:

I gained knowledge on social media marketing focusing on: Google , Meta and Instagram advertisements. I also created and managed 3 websites for medical practices and badminton academy. Using this gained knowledge, I hired a social media manager for the family owned businesses. I provided guidance on the website design and social media scheduling. I also was active in the rich content production throughout the entire process.

Result:

As a result, the social media accounts reached was over 100,000 people while the follower counts were all over 1500 between Instagram Facebook, TikTok and LinkedIn. Overall, customers now had access to the business through social media. They now had the ability through the social media channels and the website, to call, text or book an appointment and consultations online The amount of revenue gained from the new inflow of customers generated new profits offsetting the cost of implementing these new changes.

Reflection:

From this experience, I gained knowledge into how the allocation for budgets for social media marketing and website design is done. I also learnt how to communicate effectively with the social media creators to curate rich content that was tailored to each business. I also gained insight into the creation of different mediums of social media content including posters, videos, reels, captions and titles.

Application:

For future endeavours I will be able to manage and properly budget for social media , website design and advertisements campaigns. I will be capable of social media marketing and advertisements for companies. I also will be able to analyse different businesses and be create successful campaigns to increase the brand visibility and awareness.

Employability skill : Understanding medical research and knowledge of clinical medicine

Nature of Activity: Completed my MBBS degree and clinical training, which gaining knowledge of clinical medicine.

Dates of Activity: July 2016 to June 2022

Time Commitment of Activity: Full-time student and Full-time Medical Doctor

Situation:

I needed to complete 5 years of medical training which includes 2 years non-clinical foundation years then 3 years of clinical training for the MBBS degree.

Task:

I was tasked with learning anatomy , physiology and biochemistry followed by clinical medicine in Internal medicine, general surgery, obstetrics and gynaecology, paediatrics and family medicine.

Action:

I learnt the required pre-clinical medical courses of anatomy , physiology , biochemistry and molecular medicine. I was able to apply this knowledge in my clinical years in order to oversee the management of patients in the public hospitals. I also learnt how to analyse medical clinical studies and gained basic knowledge on the process for the operations of clinical trials. Lastly, I learnt how to manage patients at the level of a medical officer.

Result:

I completed my MBBS degree and Medical Science bachelor's degree, which allowed me to work as a medical officer in my home country. Utilizing my understanding of medical knowledge, I am now able to apply it to medical writing jobs and medical copywriting roles. I am also able to work as a laboratory assistant in medical sciences and lecture basic medical sciences. Lastly, I have the opportunity to further my training in clinical medicine after my foundation years into higher levels of medical specialization.

Reflection:

I gained a unique understanding of how primary care in a third world country operates in terms of the public healthcare field. This knowledge can therefore be applied to other countries in the future. I learnt how to apply the 5 years of experience in clinical training to a real-life clinical field to adequately achieve patient care. I also learned how clinical trials and medical research can be used and applied in a real-life clinical setting.

Application:

This previous knowledge and experience allows me the options to transition into non-clinical medical or healthcare fields which include : healthcare management, health-technology , healthcare consulting. I now have the unique position of having knowledge of infield clinical medicine which allows me to have an advantage in non-clinical healthcare roles over candidates without this experience.

Employability skill : Teamwork

Nature of Activity: Working as a member of a healthcare team collaborating with different members of the hospital.

Dates of Activity: Feb – Jun 2022

Time Commitment of Activity: 60 Hours a week – Full Time

Situation:

I had to work in a team-based environment in the hospital as a medical student. I later had to transition to a medical doctor working with physiotherapists , nurses, dieticians and senior physicians as I was the main source of communication between all parties.

Task:

I was tasked with collaborating with all members of the health-care team in order to ensure excellent patient care.

Action:

As a medical student I pre-rounded patients easier communication of information which included: vital signs, patient complaints, objective signs and a proposed assessment and plan for each assigned patient. Once I transitioned to a medical doctor, I again communicated with all members of the team to keep them updated on patient conditions.

I also was able to inform all members of the healthcare team about any necessary procedures needed and the timeframe for each of them . I was able to use my more senior role as a medical doctor to aid the medical students in furthering their clinical skills. I was also able to supervise students in basic medical procedures .

Result:

I facilitated the ease of communication between senior physicians, nurses, dieticians , physiotherapists and all other members of staff to provide adequate patient care. I provided the opportunity for medical students to further their clinical knowledge through clinical teachings as well as practical clinical skills. Additionally, I gained valuable experience working in various different team-based environments

Reflection:

As a medical student, I was competent in positioning myself as an integral member of the member of the healthcare team. I was successful in making the transition as working as a medical doctor. I was able to fulfil my given tasks that allowed the healthcare team the ability to provide adequate clinical care to all the patients under my supervision. I also learnt how to actively participate in team discussions and was capable of providing necessary clinical information to streamline workflows.

Application:

As a medical doctor, I am interested in exploring non-clinical roles in the healthcare industry where I can apply my previous experience working in teams. This experience has provided me with valuable skills in teamwork and collaboration, which can be easily transferred to non-clinical healthcare fields. Additionally, I now understand how different members of a team can work together effectively to achieve a common goal, which would be an asset in any work environment that requires teamwork to succeed.

RESUME (CV)

(NAME) MBBS

Email : example@gmail.com

Linkedin: example/linkedin.com

Mobile : 123456789

MEDICAL DOCTOR TURNED TO BUSINESS MANAGEMENT

PROFILE

I'm a Medical Doctor with a passion for business and a current MSc in Business Management student. During my medical career, I gained a wealth of experience working in both public and private healthcare sectors, developing strong communication skills and a deep understanding of patient care. With a background in medicine and a passion for business, I bring a unique perspective to the industry.

Additionally, I created and managed a successful badminton coaching academy with over 500 members, demonstrating my leadership and organizational skills. I also have experience in social media management, website design, and physical campaign coordination for an Optical/Ophthalmologist Practice, increasing sales by over 200%. With my unique background and diverse skill set, I am confident in my ability to excel in non-clinical healthcare roles and bring innovative solutions to the table.

EDUCATION

Master of Sciences (MSc) Management | Loughborough University Oct 2022 - Oct 2023

- **Modules studied include:** Operations Management, Human Resource Management, Accounting and Financial Management

Bachelor of Medicine and Bachelor of Surgery (M.B.B.S) | University of the West Indies Mona Jun 2016 – Aug 2021

- 80% Government Subsidisation Tuition fee (Top 3% qualification)
- **Modules studied include:** Medicine, General Surgery , Paediatrics , Obstetrics and Gynaecology

Bachelor of Medical Sciences | University of the West Indies Mona Jun 2016 - Jul 2019

- 80% Government Subsidisation Tuition fee (Top 3% qualification)
- **Modules studied include:** Understanding Research, Health Service Management, Critical Reading and Writing

WORK EXPERIENCE

Jamaica Badminton Academy | Founder | Jamaica Dec 2020 - Present

- Created the largest badminton academy in Kingston, Jamaica which facilitated over 400+ students providing professional coaching, generating over \$15,000 USD in 2022's annual revenue
- Managed coaching professionals to provide a badminton sporting programme to 10+ Preparatory and High schools
- Developed management skills in employee and budget management, marketing, and basic website design and social media management
- Established a partnership with a German badminton supplier (Oliver Brand), becoming the largest local distributor of badminton supplies in Kingston, Jamaica, with over 50% market share

Premier Optical Ltd | Project Manager | Jamaica Feb 2020 - Present

- Proven ability to create successful marketing campaigns across various platforms, including radio, physical events, and social media, resulting in a 300% increase in customer acquisition within just 6 months.
- Skilled in growing social media platforms, increasing followers by over 1000 and reaching over 100,000 individuals, resulting in improved brand visibility and engagement.
- Demonstrated entrepreneurial skills in actively sourcing wholesale eyeglasses, eye products, and lenses for resale, identifying and capitalizing on market opportunities.
- Successful in the hiring and recruitment process of secretarial positions, optical technicians roles and social media managers resulting in improved team performance and productivity.

University Hospital West Indies | Medical Doctor | Jamaica Feb -Jun 2022

- Diagnosed and treated a high volume of patients in a public hospital setting, demonstrating proficiency in clinical skills and communication with patients and healthcare professionals
- Facilitated team-based care by rotating through General Surgery, Orthopaedic Surgery, and Medicine departments
- Developed expertise in medical documentation and presenting patients to interdisciplinary teams
- Managed on-call shifts 2-3 times per week, demonstrating resilience and ability to work under pressure

EXTRACURRICULAR / VOLUNTEER WORK

Jamaica Badminton | National Player | Jamaica Jan 2012 – Present

- A part of the Loughborough Tier 1 Badminton Team
- 4 Times Jamaica National Badminton Senior Champion (2021, 2019, 2018, 2017)
- Received the televised national Award for Badminton Athlete of the Year (2019)
- Qualified for the Pan American Games (2015) for Badminton

Chinese Benevolent Association | Executive Member | Jamaica Jan 2022 - Present

- Elected committee member with mission to preserve the Chinese History, Culture and Roots in Jamaica.
- Active in the voluntary badminton programs for the Chinese community, Created programmes to facilitate over **200+ youth members** for badminton sport

KEY SKILLS

Software

- **Canva** : to create images and videos for social media posts
- **Instagram , Facebook , Google Business** – advertisements, social media manager
- **WordPress and Wix-** Website Design and User Interface
- **Proficient in Microsoft Word , Excel and PowerPoint**

Understand Medical Research – Proficient in understanding medical jargon, research, and clinical studies through my 5 years of medical school and constant reference to current medical literature during clinical studies. Experienced in comprehending any clinical study, whether medical or not, with the aid of my Understanding Research Course as a part of my MBBS Course.

PROJECTS

MANGO FINANCIES LTD | Managing Director | Jamaica

Currently I am the director of Mango Finances Limited which is a family owned private asset management holding company. I am responsible for managing a diverse portfolio of private equity holdings in medical practices, real estate properties, and optical stores. I also managed public equity holdings in local and international stocks, bonds, index funds, and REITs. With this experience, I have developed a strong business acumen that makes me a valuable asset to non-clinical healthcare roles. I am confident that my unique skill set and experience will enable me to excel in complex, multifaceted roles in this field.