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University of Wales
Trinity Saint David

Professional Career Development Module Assignment Submission

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Module Title:	Professional Career Development
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Introduction

Professional Career Development is a crucial aspect of every individual's life as this determines the pace at which a person is advancing with reference to one's career. To undertake entry into professional work area, it is important for personnel to possess some essential skills, knowledge and competences (Steinert, O'Sullivan and Irby, 2019). These skills are required as they are regarded as prerequisites to gain access to a professional work area. Business skills are thus those traits which are required to be present in an individual's personality in order to render them aid in running or operating within the confines of an industry.

There are a number of skills that are considered to be necessary for a person to effectively execute tasks of a particular business sector. Such skills are acknowledged to be communication (written and oral), negotiation, team working, conflict resolution, emotional intelligence, time management, public speaking, resilience, researching etc. All of these need to be present within a person so that they can work in a company in a desirable manner (Horn, Pilkington and Hooten, 2019). Apart from this, some of the advanced skills that are considered necessary for professionals are strategic thought process, leadership, presentation etc. The present assignment takes into account the skills and knowledge areas that are considered to be important for working effectively. Also, it includes readiness for employability and personal advancement through with the help of ascertainment of personal strengths and areas for further development. At last, employment goals are developed along with a personal action plan to enhance existing skill set.

Skills and Knowledge needed for working effectively

A professional can be referred to as the person who is equipped with specialised skills, knowledge and academic competence in order to execute the tasks at workplace. With the help of the knowledge gained as a part of academic life, it can be said that professionals get a chance to showcase the skill set while executing work within corporate settings (van der Wal and et. Al., 2019). This helps personnel in getting elevated in their field of interest. As a result of this, individuals are able to exercise personal and professional development from the very beginning of gaining entry into corporate world. Almost all of the graduates harbour some career aspirations. With a view to impress their employers with their work and easily climb the ladder of success, there is a need for individuals to constantly enhance their knowledge and skills. For a person to work effectively within the confines of organisational settings, it is essential that they possess some key skills as well as knowledge base within their personality. Such kind of skills and knowledge are discussed in detailed manner, as follows:

Communication Skills

A professional operating within the confines of corporate world needs to have effective communication skills. This is so because this is the skill which every employers looks up to while selecting a candidate to work within their company. As soon as a person encounters the employer, employers start noticing the manner in which the individual behaves. Everything from the way a person converses over a call to the way they draft a mail to the way information is presented within Resume / CV

and Cover Letter to the manner in which they interact during interview is noticed by the top authorities of the company before selecting an individual for filling a job vacancy (Horn and et. al., 2019). Every corporate sector requires personnel with polished as well as effective communication skills. Fluent and impeccable communication is required by employers across the globe from the staff working within their entity. This is essential as this forms the base while interacting with clients, management and colleagues. In this regard, communication is of various types, namely, oral, written, verbal and non verbal.

Almost every professional working within any business sector makes use of these communication methods in order to communicate vital and crucial data within the vicinity of company. Professionals working within any field of work are expected to be equipped with sound knowledge about communication tools and techniques so as to deliver information to a wide audience (*7 skills for a successful management career*, 2019). This is a skill which needs to be present in an individual operating within an enterprise as with this, one can present one's views and opinions to a large base of people. This skill becomes extremely important while undergoing corporate presentations in meetings whereby one needs to keep the audience engaged by any means. For this, the speaker has to keep asking questions, maintain eye contact with the participants, make use of non verbal cues so that the personnel present within the meeting does not feel bored or lethargic. With this, an individual can maintain networking with colleagues and seniors so as to procure any vital information from them (Chang and et. al., 2019). For this, an employee needs to maintain open and positive attitude towards learning new things at workplace. Active encouragement at

place of work always fosters individuals to interact with personnel of company effectively, thereby ensuring one's growth and development.

Public Speaking

Almost each and every job within any sector of corporate world requires certain level of public speaking. It is not necessary that an individual needs to give presentations on a daily basis, but it is quite obvious that a person engaged in a company has to voice their opinions and thoughts during a meeting. Also, some extent of this skill is also required while communicating information to a large number of colleagues in organisational premise or while interacting in a group. Employees working within any field of work should have the capability to speak to others in a clear manner while presenting data as per the requirements of company. This is an imperative skill that must be present within individuals working in any field to communicate to a large audience at any point of time. Public speaking is one of the most crucial skills that one must have, as it needs high level of confidence, practice and analysis of the audience among which information has to be conveyed by the professional (*Top Skills Professionals Need for Workplace Success, 2019*). This is a type of skill that is inherent in some individuals while can be developed by others. Professionals working within the confines of any business sector aim at developing this skill because it is one of the key skills that is desired by employers across even the multinational corporations.

Public speaking skills carry high importance in context of professional life and career elevation. Although a person does not get engaged in public speaking on a daily basis, it is significant for a person to exercise this skill constantly so as to develop

one's confidence level, thereby decreasing the anxiety one encounters when facing a large base of people. The skill of public speaking comes into use, not just at the time of delivery of speech in meetings but also at the time of motivational lectures, professional presentation, training event, counselling sessions etc. It is largely seen that almost all types of professionals, inclusive of trainers, consultants, managers, leaders, sales executives, teachers make use of this skill in order to effectively put forward their views and opinions in front of others (Brown and Bogiages, 2019). A number of factors are taken into consideration while enhancing one's public speaking skills. These factors can be said to be inclusive of voice control, use of non verbal cues, stage presence, speech delivery, relations with audience etc. A professional who is proficient in public speaking takes into account all of these aspects while giving delivery of one's views and opinions in front of a large quantum of people.

Team working

Team working is considered as capability of individuals working in a group by cooperating with other team members. In this, the main motive of all group members is to attain their common objective of team with the support of each team member. It is seen as an important skill that is required to be owned by every individual who so ever is planning to work in corporate environment (Landrigan and et. al., 2019). It simply helps an organisation is gaining its long as well as short term goals by using core strength of their team members at the time of working for single project. Team working skill mainly promotes friendship and loyalty within the company as it develops positive relationship among all team members. This ultimately motivates employees to worker harder, place their additional efforts towards organisational goals and make them work in common direction so that their aim can be attained in quicker manner.

It also develops feeling of cooperation and support among employees for one another as they believe that their support and friendly behaviour is the key towards their growth.

With reference to the employees' own benefits, it can be said that if a professional has strong command over this skill then it is easier for them to sustain longer in the team and enhance chances of their success in company. This will also support them in the growth of their professional life as well. While placing influence over this skill on the self development or growth of individual, it can be said that team working also supports individual in learning other core skills because as they gets opportunities in boosting up their weak areas by analysing other team members dealing with the similar kind of skill (*Top Skills Professionals Need for Workplace Success, 2019*). It can be further said that when an employee works in a team then they gets support of their team members as well as seniors too who helps in realising their own core weak skills. Along with this, the superiors also guide employees with lack skills about different ways through which these weak skills can be improved. As a result, team working skill is considered as an effective skill which is valuable for employees as well as organisation. This is because, it provides growth and learning opportunity to employee at individual level whereas, it is beneficial for the company too because if its employees has effective command over team working skill then it is easier for them in attaining all goals in quicker manner. This ultimately results in the fast growth of organisation.

Creativity

This is yet another key skill that is required to be present within professionals working in any field of work in order to execute their roles and responsibilities in a unique manner. This is a kind of skill which exhibits that a person takes initiative to come up with new and unique ways of executing tasks or solving an issue. Being creative at workplace holds a number of benefits for professionals as this entails the capability of a person to develop solutions to issues by making use of their creative thinking and past experiences, together with the use of resources and information. Creative thinking is the ability of professionals to look at something in a unique way in order to come up with something “out of the box” (Scalise and et. al., 2019). Thus, creativity can be said to be lateral thinking whereby a person has the ability to perceive things which do not seem to be much obvious. Employers in the modern era now require candidates who have creative thinking skills so that they can come up with new and unique ideas that can take their company to new heights. While conducting the interview process for recruitment and selection of professionals for operating in the entity, employers often ask questions that require individuals to apply the element of creativity and spontaneity.

Creativity allows individuals working within the confines of any business sector to work effectively by devising unique ways to address the issues that emerge upon their way to execute tasks. With the help of this skill, professionals are able to see their work with a new perspective, viewing it in an interesting manner. This type of thinking can facilitate departments and units within a company to move in productive directions (Budjanovcanin, Rodrigues and Guest, 2019). Thus, this skill is regarded to be extremely important to be possessed by an individual at work station. Some

individually are found to be more creative than other persons; however, creativity can be equipped in a person with a lot of practice. Making use of unique and innovative techniques helps personnel to enhance workflow at workplace. Also, it results in savings of time, cost and efforts, thereby helping the organisation in enhancing the quality of its services and products.

Sales and Marketing

This is one of the key knowledge areas for professionals engaged in profession associated with sale and marketing. Almost every company has a sales and marketing department which consists of personnel that are required to possess knowledge about some particular aspects pertaining to this area of work. Gaining comprehensibility of the methods and principles of promotion, presentation and sale of organisational offerings is important irrespective of the designation that a person holds within a company (*Top 20 skills you need to develop your career, 2019*). The importance of having understanding of this knowledge area comes into play whereby an individual faces an opportunity to promote their entity and its offerings to the public they meet. This kind of promotion may be done in front of an acquaintance or peer, or it may take place in a much more formal scenario. In such cases, possessing comprehensibility of the basic marketing strategy coupled with sales technique and control system prove to be fruitful for the individual in persuading the purchase behaviour of consumers.

Computer and Electronics Skills

Almost each and every job role pertaining to business sectors in the confines of corporate world requires professionals to possess certain level of understanding of computer and electronics in general. This is regarded to be important for individuals working within a business organisation because as the entity advances to make use of latest and emerging tools and technologies, it is essential that personnel have basic knowledge about computer and associated aspects (McKeown, 2019). Having this knowledge assists a professional to adapt to the technologies and methods that are being used within the confines of a company. Emerging technologies are enforced within the organisational premises in areas such as communication, writing, calculating, presentations, decision making etc. This is done with the sole motive of conducting the day to day tasks within the stipulated course of time, thus giving their contribution towards helping the entity to achieve its long term goals as per the requirements.

Mathematics

Even when the job role of a professional is not linked to mathematics, arithmetic, calculus and statistics, possessing basic comprehensibility of these aspects at times become essential for individuals. Constantly updating and enriching one's knowledge of mathematics is considered to be an important part of maintaining competitive edge in labour market. In this regard, statistics is useful for individuals who are many a time asked to produce graphs and figures through the analysis of quantitative information (Vondracek, Lerner and Schulenberg, 2019). Thus, this is a yet another crucial knowledge area which becomes handy for professionals while executing their job roles and responsibilities.

Readiness for Employability

Employability readiness can be referred to as the ability of an individual to find, acquire and maintain a relevant job together with the transitions to new jobs as and when required (Powell and Bodur, 2019). The Employment Readiness Model is thereby based on the basic assumption that in order to become “employment ready”, one must attain 3 associated goals:

Being self-sufficient on four Employability Factors that prepare you to manage your work life:

- Career decision-making, or knowing what type of work suits you
- Skills enhancement, or having the skills and education for the work you want
- Job search, or having the skills to find work
- Ongoing career management, or being able to manage future work life changes

Being strong on five Soft Skills that help you manage challenges and perform effectively in your work life:

- Self-efficacy, or a sense of being able to perform well
 - Outcome expectancy, or whether or not you expect to succeed and are willing to take responsibility for creating that success
- Social supports, or your network and ability to get help
- Work history, or your feeling that you have performed well in previous work contexts, paid or unpaid

- Job maintenance, or having the skills to keep work once found

Understanding the particular stresses or challenges you face:

- Personal challenges, which you can usually address yourself
- Environmental challenges, which you can manage with help
- Systemic challenges, which have to be addressed on a community basis

Research upon employment readiness reflects that just being self sufficient in 4 Employability Factors is not sufficient. Many persons encounter several types of issues or hindrances which together act as stressors and can serve to be incapacitating in case effective management of these is not done (Spratt, 2019). Professionals encountering various types of challenges without help in handling these are most likely to get failed at workplace even whereby they succeed in procuring a job. The 5 soft skills which assist individuals to do management of issues, thereby performing in an effective manner have gained massive importance in context of professional or corporate life. Thus, it can be easily said that all of the 3 elements Employment Readiness Model have equal importance and need to be taken into consideration while gaining access to professional world.

Personal development by gaining knowledge of strengths and weaknesses through SWOT

In order to gain access to professional world, a person is required to possess certain essential skills, knowledge and competences. These become necessary as they help a person to execute the day to day tasks of job role in an effective and efficient manner.

In this regard, it becomes important for a person to undergo a complete and overall analysis of one's strengths, weakness, opportunities and threats ([Cardillo, 2019](#)). This will help the professional to identify the areas of improvement and to further construct a plan for improvement in order to enhance the existing level of those skills. For this purpose, the best tool that can be taken into use is SWOT analysis.

In this regard, SWOT analysis will help me to gain an overall knowledge of my personality and my readiness to gain entry into the field of work. My future plan is to open my own Coffee Roaster Company. For this purpose, I need to take into account that there are certain essential skills that must be present within me so that I can deal with complex situations that may emerge in the business environment. I have conducted SWOT analysis of mine as follows:

STRENGTHS	WEAKNESSES
One of my biggest strengths is my creativity that I involve for the execution of every task in a unique manner. Also, I have likelihood to deal with challenges as they help me to become a better person. Further, my team working skills are also quite effective and have always facilitated me to work with my peers in coordination by practising cooperation with them. I am an enthusiastic person when it comes to work. I am also able to do multi tasking through which I strive to execute the tasks within the stipulated course of time.	One of the biggest weaknesses of my personality is that I lack the ability to lead a team, i.e., I lack leadership skills. Yet another crucial deficiency in my work personality is the lack of effective communication skills.
OPPORTUNITIES	THREATS
In future course of time, I will encounter a number of situations whereby I am needed to apply my leadership and communication skills. Thus, it is an opportunity for me to enhance these skills at present so that when I open the new venture, I do not have to encounter any difficulties at workplace. By enriching my personality with these skills, I can get elevated in the field of my interest.	As it has been acknowledged that I lack effective communication and good leadership skills, it can be said that these are the biggest threats for me in context of professional world. This is so because both the skills are crucial for executing any task on a daily basis. Being the owner of Coffee Roaster Company, I need to communicate with the staff on a daily basis and practice my leadership skills to guide them. Thus, both the skills would prove to be threat for me at that point of time.

Identification of Learning Style

In accordance with the learning styles proposed by Honey and Mumford, it can be easily said that my personality is more of a reflector type of learner. This can be said as I am a believer in observation, review and then reflection of what is learnt by me by way of experiences. When I see other persons executing a particular task, I conduct an analysis of it as it is only then that I can repeat the same. I do not regard myself as a spontaneous performer and require adequate amount of time to do the preparations beforehand. I will make use of the above identified learning style to carry out my learning process in an effective manner. This will assist me in raising my confidence level which would be essential for me to understand the changes taking place within the confines of business environment and thus undertaking steps which can help Coffee Roaster Company to sustain in market for a long period of time.

Employment goals and development of a personal action plan

Establishment of employment goals

Career planning and development allows individuals to choose a suitable and relevant career, shift from one career to another and carry out development of their skills and knowledge. With the analysis of aptitude, personality and attitude of professional, career development begins and thus emerges the need to establish employment goals for a lucrative career opportunity (Guan and et. al., 2019). Stipulation of employment goals usually is inclusive of deciding upon the kind of skills and knowledge base required to be developed, stipulation of financial objectives, identification of need for stability and development of vision for gaining various types

of new experiences. It is essential for every individual to establish certain employment goals before gaining access into professional world.

The employment goal established by me in relation to the launch of Coffee Roaster Company in market place in future is set as follows:-

"To spend 3 days every month building customer understanding by shadowing team mates in operation and sales department, and delivering a summary on key learnings to the team."

Personal Action Plan

Personal action plan is consider as a structure process to create a action plan which is mainly based on a person learning, performance and achievement. With the help of this, individual can effectively able to increase their personal, professional as well as educational development. In addition with this, this plan covers challenges which is required to be overcome by an individual. In this regard, I have also prepared a Personal Action Plan to improve my leadership and communication skills.

<i>Learning Objectives</i>	<i>Present Proficiency</i>	<i>Targeted Proficiency</i>	<i>Development Opportunity</i>	<i>Criteria for Judging Success</i>	<i>Time frame</i>	<i>Measure to improve</i>
<i>Communication Skills</i>	Due to shy nature there is inefficiency of communication.	As to overcome with shyness communication skills help in gaining lot of advantages in workplace.	With the assistance of daily sessions and other communication classes fear can be effectively overcome.	With the help of judging communication way with other individuals at workplace.	10 days	Proper and effective planning will aid to overcome shyness as to attain communication skills.
<i>Leadership Skills</i>	With the increase work pressure there is deficiency in leadership skills	Regular trials to make an increase in guiding and motivating other individuals.	With the help of proper time table along with following same in best effective manner.	With increase in leadership skill at workplace.	7 days	With the help of time management leadership skills can be effectively increased.

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