

Personal and professional development

SWOT analysis

SWOT analysis is a simple way to assess your current situation for yourself, your company or your business plan. It is an easy way to list down your **strengths, weaknesses, threats and opportunities**. **Strengths** will be the factors you are good at such as great communication skills, problem solving, positive approach, working under pressure. My strengths would be friendly approach and great communication skills as these will help me satisfy my customers or help me get into business industry so I could eventually get to know people with bigger businesses as this could help my business grow. Weakness isn't such a great thing but it is a part of everybody's journey.

Weaknesses could cost you your whole business that's why you need to make sure to work on them as you learn. **Weakness** could be anything from patience all the way to public speaking or time management. My weakness at the moment would be my time management as I struggle with it and have troubles getting stuff done within the deadline. I can work on my time management by planning my task at the start of every week and divide each task for a certain amount of time each day. At the end of the week I can then track my progress and within 2/3 weeks I will be able to look at my work and track my process with time management. **Opportunities** is good to have in general whether it's from your business or day to day life. For a business it is good to have opportunities as your business might not always be blooming. A few of the opportunities you could have is new technology. Having new technology within your business as it will help you keep up to date with new trends etc. Opportunity can also come from you to other business as you can offer a solution or opinion if they are struggling with something within their business. **Threats** are factors that can make your whole business plan fall apart and make your business vulnerable. My threat is patience. I need to learn to acknowledge the situation and think before I make any of my choices as I believe this could ruin my whole business plan. The SWOT analysis is credited to Albert Humphrey born in 1960s. He was a management consultant who was part of the group in Stanford Research Institute. The original SWOT was actually SOFT which later when promoted in the United Kingdom where it evolved into SWOT. It is also believed that early in the 1950's professors George Albert Smith Jr. and C. Roland Christensen got their eye caught on creating something that would be like a list with strengths, weaknesses, opportunities and threats. During their teaching times they have come across the SWOT analysis and by 1960's the Harvard University has used the SWOT analysis on their day to day bases in class.

Smart goals.

Specific

Measurable

Attainable

Relevant

Time-bound

SMART GOALS have been invented in Washington in November 1981. A document called "There's an S.M.A.R.T. Way to Write Management's Goals and Objectives" was published by George T. Doran. He believed that this could be a frame of statements that wanted to be achieved. He also mentioned that he does not believe that a goal has to have a tick on all five statements (specific, measurable, attainable and relevant). He mentioned before that the S.M.A.R.T is just a way for people to be able to see their progress and plan ahead for a certain goal.

I find SMART goals very helpful while learning how to open a business because it lets me list everything down and track my progress. Also i get to decide when, where or how things will get done. I think that it will be a great opportunity for myself as I can try different methods on how to grow my business. When difficulties come i will also get a chance to better my problem solving.

My Smart goals- It has always been my goal to establish my own business, and in the next five years, I would like to make that happen. As this is important to me, even though it is a dream, believe it is achievable. I'm going to accomplish my goal because it matters to me and will impact my future. Hence, achieving this goal will help me to maintain my financial stability and, in future years, pass the firm on to the next generation while keeping its reputation.

I will be measuring the progress of my business plan every 4 weeks. I will do so by creating a plan with deadline for each task. I will divide the tasks in between as i believe that focusing on one task for 4 hours isn't helpful to me as i just lose ambition. I will take it day by day and change the amount of work and hours i do in a week at the end of my 4 week plan. I think that by doing this i could better myself and my business. I will know that i have achieved my goal once i feel confident in owning a business.

Attainable – I will achieve this goal by following my SMART goal. And tracking my progress, get familiar with my business and business partners.

Relevant- For me this goal is worth it because it's not just a goal for myself it is a goal for a business that could effect the whole business company. My goal is not impossible as many people have do it in the past and they still do it till now.

Time bound – For my goal I will give myself 3 years to accomplish my goal to own a business and everything that comes along the way with it.

I will spend 6 months creating an idea of what I want my business to be and look like.

I will give myself 4 months to educate myself on where to start and what to do to get my goal achieved.

I will spend a 6 months on trying to get involved in a business community because i think i can learn how to present myself and my bussiness better once i see how other people do it.

After that i will give myself 8 months to open my business and get it ready for opening day . I will need to buy furnite, accesories, technology.

For 3 months i will be interviewing people for every role and helping them get to know their job role and making sure they feel comfortable with their job and surroundings because if I do not it will cost my business a employee which i would not be very happy with.

Lastly i will open my business to the public. I will be doing a opening night where people can come and have a look around, there will also be a discounted price for everything that my company will be providing for the first week. I will do this because opening a new business does not mean that it will be busy straight away. It will help me get customers. I will also be doing a private night where i will invite bigger companies. By inviting bigger business it gives me an opportunity to make friends in business community and also find a business parter if needed.

Erik Erikson theory

Erik Erikson was a psychoanalyst and professor at Harvard. He has produces what has now become one of the most recognized theory of human development. He believed that in order for us humans to fully develop each stage has to be completed in order for a human to move onto the next one. Also at each stage every person faces a conflict between two opposing states that shape your personality. If resolved correctly the conflicts lead to hope, will and purpose

His theory includes 8 stages

1. Trust vs mistrust
2. Autonomy versus shame and doubt
3. Initiative vs guilt
4. Industry vs inferiority
5. Identity vs role confusion
6. Intimacy vs isolation
7. Generativity vs stagnation
8. Integrity vs despair

PDP

For you to accomplish the goals you have set, personal development is an ongoing process that encourages you to expand your knowledge, skills, and experience. You may keep track of your personal growth by breaking down your goals into smaller amounts with the help of a personal development plan, or PDP.

A thoughtful plan will give you a strong sense of direction. It assists you in creating a plan towards your goals, planning how to get there, identifying the specific actions that you'll take, and setting a deadline for fulfilling them. You may keep your vision but you still need to remain to the plan that u have set for yourself to meet the targets you set, and manage your progress by focusing your goals into a PDP.

Lucie Richterova - 2330647

Personal and proffesional development

SWOT analysis

SWOT analysis is a simple way to access your current situation for yourself, your company or your business plan. It is an easy way to list down your **strenghts, weaknesses, threats and opportunities**. **Strengths** will be the factors you are good at such as great communication skills, problem solving, positive approach, working under preasure . My strengths would be friendly approach and great communiction skills as these will help me satisfy my customers or help me get into business indursty so I could eventually get to know people wil bigger businesses as this could help my business grow. Weakness isnt such a great thing but it is a part of everybodies journey.

Weaknessess could cost you your whole business thats why you need to make sure to work on them as you learn. **Weakness** could be anything from patience all the way to public speaking or time management . My weakness at the moment would be my time management as i struggle with it and have troubles getting stuff done within the deadline. I can work on my time management by planning my task at the start of every week and divide each task for a certain amount of time each day. At the end of the week I can then track my progress and withing 2/3 weeks I will be able to look at my work and track my proccess with time management. **Opportunties** is good to have in general whether its fro your business or day to day life. For a business it is good to have opportuinities as your business might not always be blooming. A few of the opportunities you could have is new technology. Having new technology within your business as it will help you keep up to date with new trends etc. Opportunity can also come from you to other business as you can offer a solution or opinion if they struggling

with something within their business. **Threats** are factors that can make your whole business plan fall apart and make your business vulnerable. My threat is patience. I need to learn to acknowledge the situation and think before i make any of my choices as i believe this could ruin my whole business plan. The SWOT analysis is credited to Albert Humphrey born in 1960s. He was a management consultant who was part of the group in Stanford Research Institute. The original SWOT was actually SOFT which later when promoted in the United Kingdom where it evolved into SWOT. It is also believed that early in the 1950's a professors George Albert Smith Jr. and C. Roland Christensen got their eye caught on creating something that would be like a list with sthrengths ,weaknesses, opportunities and threats . During their teaching times they have come across the SWOT analysis and by 1960's the Harvard University has used the SWOT analysis on their day to day bases in class.

Smart goals.

Specific

Measurable

Attainable

Relevant

Time-bound

SMART GOALS have been invented in Washington in November 1981. A document called "There's an S.M.A.R.T. Way to Write Management's Goals and Objectives" was published by George T. Doran. He believed that this could be a frame of statements that wanted to be achieved. He also mentioned that he does not believe that a goal has to have a tick on all five statements (specific, measurable , attainable and relevant). He mentioned before that the S.M.A.R.T is just a way for people to be able to see their progress and plan ahead for a certain goal.

I find SMART goals very helpful while learning how to open a business because it lets me list everything down and track my progress. Also i get to decide when, where or how things will get done. I think that it will be a great opportunity for myself as I can try different methods on how to grow my business. When difficulties come i will also get a chance to better my problem solving.

My Smart goals- It has always been my goal to establish my own business, and in the next five years, I would like to make that happen As this is important to me, even though it is a dream, believe it is achievable. I'm going to accomplish my goal because it matters to me and will impact my future. Hence, achieving this goal will help me to maintain my financial stability and, in future years, pass the firm on to the next generation while keeping its reputation.

I will be measuring the progress of my business plan every 4 weeks. I will do so by creating a plan with deadline for each task. I will divide the tasks in between as i believe that focusing on one task for 4 hours isnt helpful to me as i just lose ambition. I will take it day by day and change the amount of work and hours i do in a week at the end of my 4 week plan. I think that by doing this i could better myself and my business. I will know that i have achieved my goal once i feel confident in owning a business.

Attainable – I will achieve this goal by following my SMART goal. And tracking my progress, get familiar with my business and business partners.

Relevant- For me this goal is worth it because its not just a goal for myself it is a goal for a business that could effect the whole business company. My goal is not impossible as many people have do it in the past and they still do it till now.

Time bound – For my goal I will give myself 3 years to accomplish my goal to own a business and everything that comes along the way with it.

I will spend 6 months creating an idea of what I want my business to be and look like.

I will give myself 4 months to educate myself on where to start and what to do to get my goal achieved.

I will spend a 6 months on trying to get involved in a business community because i think i can learn how to present myself and my bussiness better once i see how other people do it.

After that i will give myself 8 months to open my business and get it ready for opening day . I will need to buy furnite, accesories, technology.

For 3 months i will be interviewing people for every role and helping them get to know their job role and making sure they feel comfortable with their job and surroundings because if I do not it will cost my business a employee which i would not be very happy with.

Lastly i will open my business to the public. I will be doing a opening night where people can come and have a look around, there will also be a discounted price for everything that my company will be providing for the first week. I will do this because opening a new business does not mean that it will be busy straight away. It will help me get customers. I will also be doing a private night where i will invite bigger companies. By inviting bigger business it gives me an opportunity to make friends in business community and also find a business parter if needed.

Erik Erikson theory

Erik Erikson was a psychoanalyst and professor at Harvard. He has produced what has now become one of the most recognized theories of human development. He believed that in order for us humans to fully develop each stage has to be completed in order for a human to move onto the next one. Also at each stage every person faces a conflict between two opposing states that shape your personality. If resolved correctly the conflicts lead to hope, will and purpose

His theory includes 8 stages

9. Trust vs mistrust
10. Autonomy versus shame and doubt
11. Initiative vs guilt
12. Industry vs inferiority
13. Identity vs role confusion
14. Intimacy vs isolation
15. Generativity vs stagnation
16. Integrity vs despair

PDP

For you to accomplish the goals you have set, personal development is an ongoing process that encourages you to expand your knowledge, skills, and experience. You may keep track of your personal growth by breaking down your goals into smaller amounts with the help of a personal development plan, or PDP.

A thoughtful plan will give you a strong sense of direction. It assists you in creating a plan towards your goals, planning how to get there, identifying the specific actions that you'll take, and setting a deadline for fulfilling them. You may keep your vision but you still need to remain to the plan that you have set for yourself to meet the targets you set, and manage your progress by focusing your goals into a PDP.

Lucie Richterova - 2330647