

Professional career development

by

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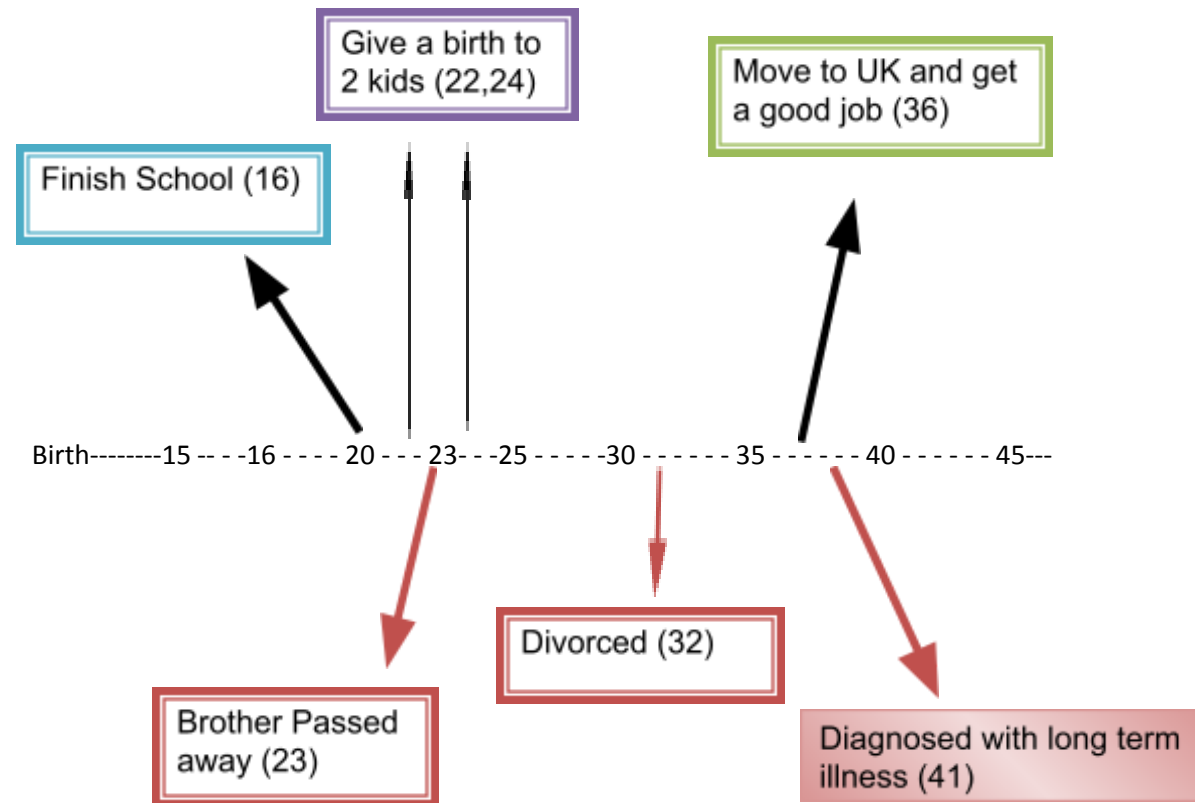
Report

1. **Introduction**

We all have goals and objectives in life. These objectives can be achieved over time or not depending on variety of factors. Such factors

as intelligence, personal skills and circumstances that are in favour are very important, however have a plan for action and working hard towards its achievement is vital. According to Cottrell (2010) there are also tools and techniques that can help individuals to achieve their goals. In this report we will take advantage of some of these tools such as Gibbs's reflective cycle, life points diagram, Personal Development Plan (PDP), Personal SWOT, Smart Objectives and Johary Window.

2. Life points



3. Recruitment and Selection

Gibbs Reflective cycle over Role Play

Reflection is vital for improvement as it gives us a feedback of our experiences, which then can be used constructively in order to prevent the same mistake or simply improve over time (Cottrell, 2010).

Through the use of Gibbs cycle we are able to use the process of reflection effectively. Below I will use Gibbs reflection model in regards to my own experience during our first assignment for the module. A person should strive to improve their knowledge and better themselves and this is what I do. For the purpose it is essential for me to become a very good in the field that I want to be.

I would like to finish my degree and achieve a senior management role or even a director's role within the beauty industry in the next 5 years. Research, meeting with people in the industry, reading books, watching videos and practising more and more are very important and so I will do my best to have in mind all of these aspects. Moreover I need to have a specific plan and timeframes that I will aim to reach.

As for my hobbies and interests, I enjoy keeping fit with Yoga, Pilates, walking and open water swimming,

Description	This subject is based on our career development and improvement as professionals.

	For this purpose in in our task 1, we were grouped into pairs for the purpose of a role play game. We had to present a situation where we are at the workplace. First I was in the position of Interviewee and then, we changed positions with my colleague and I had to be interviewer. This game it was a part of our professional development.
Feelings	As everything that I am doing for the first time I was a bit anxious. The fact that I did not know exactly what the questions would be was also something that increases that negative feeling. I decided to spend time to do a good research on the topic which helped me, however there were questions for which I was not fully prepared and so I had to take moment to think and answer. From the other side when we changed our positions and I had to start as an interviewer I was nervous too, but I was able to get relaxed and to continue with confidence.
Evaluation	Thankfully I was asked some of the questions that I had in mind and I was prepared. I had to explain why I am a good candidate for a position and to point out some of my strengths and weaknesses. I also explained about my experience in my previous roles and my aspirations to become very good in the field that I choose. As an interviewer I controlled the pace and asked leading questions to acquire the information I needed to help me choose the right candidate. I felt at ease with myself and the interviewee and was also able to make them relax and open up to my questions.
Analysis	In general I think that we had a satisfactory performance over in this role play. Me and my colleague were able to work as a team before and during the actual presentation.
Conclusion	In conclusion I would say that there are aspects that we could improve over time and become even more and more confident in speaking in front of others. The task gave us a good opportunity to go outside our comfort zone. I believe that by doing so we are able to exceed our limits and grow.
Action Plan	I am very determined to use that experience to build up upon it. In future I will spend even more time to prepare for such projects. I can also practice speaking in front of an audience to improve my skills.

4. Career Plans

I feel that this is the time for the natural career progression I desire. I have acquired a lot of knowledge and experience in the beauty industry over 15 years and so I believe that I can be a manager or even director of a big beauty organisation. For this purpose for me it is vitally important to be in an organisation which offers such an environment where people are stimulated to grow. Also the organisational structure should allow that opportunity to the employees. Assistant manager position will also be a good step in the desired direction so I will apply for such as well as Manager.

5. What Employers Want

Every employee is looking for a person that can fill the position and start contributing to the organisation as soon as possible (Maund et al., 2017).UK Higher Education Academy (HEA) and Indeed.com are pointing out more specifically what employers expect from their staff:

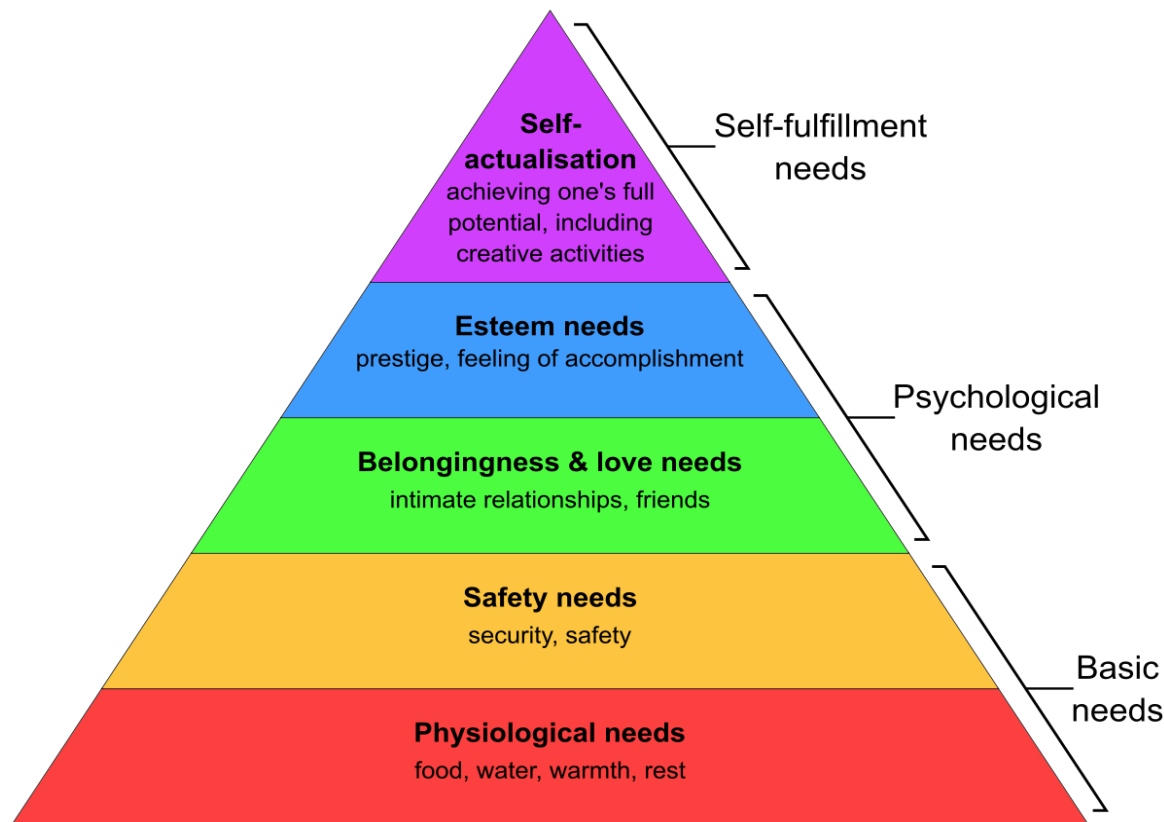
- Loyalty and person to trust in
- Honest person that is open
- Someone that is able to listen others and then respond
- Good communication, presentation, analytical and writing skills in order to analyse and present information.
- Ability to manage time effectively and meet deadlines
- Working in a safety manner without causing danger for his/herself and others.
- Confidence

- Flexibility
- Determination
- Positive mindset
- Problem solving skills
- Desire to learn and grow
- To have strong work ethic

6. Self-Motivation

In order to be constant in our efforts towards achieving goals and objectives, we need to maintain good levels of motivation (Cottrell, 2010). Through the Self-motivation we are stimulated and so to be more productive in our efforts.

The well-known psychologist Abraham Maslow explained what motivates a person through his pyramid of needs, where on each of the 5 stages he put different needs that every person have. He also divided the stages into Basic, Psychological and self-fulfilment needs. On the bottom we can find the most basic needs such as physiological needs such as food, drink, rest and sex. Once fulfilled a person have safety needs such as: protection from any harm whether it is psychological or psychological. In the middle of the pyramid are left the Social needs. These is desire of a person to be loved and respected. To have friends and to belong to certain group. Self-esteem from the other side is the 4th stage which represent the desire of a person to acquire new skills and knowledge. It is related to the recognition of the others. Finally the Self-actualization is the hardest to be achieved but is also the stage where a person is realising the full human potential (Poston, 2009).



If we take the Maslow hierarchy of needs pyramid I can relate it to my case and motivations.

For me there are certain things in life that motivates me. I do like to be a leader and to empower other people and that motivates me to progress in order to be in a position that I can influence others in positive way. This is the top of the pyramid, which means that my ultimate goal is to reach the self-actualisation level.

However in order to reach that level I should be able to fulfil my basic and psychological needs.

Furthermore it is essential to add more knowledge and experience in my field in order to reach the 4th stage of the pyramid. I also love to travel a lot and so opportunity to travel motivates me.

7. Learning Styles

The learning styles are important to be understood because a person who is aware of the best possible learning style that he can use can acquire knowledge and skills faster. The learning style is the way the information is processed by the individual. Each person can choose his/her style depending on how it feels and feel comfortable with (Pritchard, 2008).

The VARK model is very useful tool for evaluation of the learning style that apply best to each individual. The acronym stands for V-Visual, A-Auditory, R – Reading and K-Kinaesthetic ("4 different learning styles you should know: The VARK model," n.d.).

In my personal case I found that I according to the VARK model I fall into the Visual learner category. Therefore I strive to watch videos rather than read. Seeing someone doing something is much more powerful for me than reading how should be made.

8. Personal Development - SWOT

STRENGTHS	WEAKNESSES
1. Inquisitive Mind	1. Setting unrealistic standards and get frustrated
2. Strong desire to learn more information	2. Hard in dealing with Criticism
3. High flexible personality able to adapt quickly	3. Weak decision making skills
4. Good time management skills	
5. Good communication skills	
THREATS	OPPORTUNITIES

1. **Economic application over the business environment**

2. **Social Distance measures may cause less demand for beauty products**

1. Good experience in my field (15 years)

2. **New niches in the beauty industry to be discovered**

3. **Effective vaccination strategy may lead to go back to normal way of life.**

9. Employment Goals

My employment goals are to build on my knowledge and skills and progress in my career. In this regards I need to build on my management skills. Through the study I am planning to gain important knowledge in the management. Other important skills are also important for me. For example IT skills and Social Media marketing are important for our business and I want to research more on how to be effective in these areas. Furthermore I need to build public speaking skills as I will need to present in front of people in future.

10. Conclusion / PDP

In conclusion I will apply the personal development plan in which I will write down my main priorities. As Cottrell (2010) described the PDP is helpful in the identification of the priorities of an individual and setting of a plan for their achievements. The creation of the plan itself is a very stimulating for some of the personal skills of a person such as reflective thinking, planning and writing.

PDP

Development plan

NAME:	Zoriana Fedorchuk	Student NUMBER:	
COVERING THE PERIOD FROM:	From now	TO:	until the end of my study (up to 3 years)

Skills	How to get them?	What resources or support will I need?	What can prevent me to achieve my goals?	How long should it take?
Academic Writing	I will put efforts every week in classes and between them. The lectures are also helpful and I will pay attention during all lectures.	Books, Articles, journal's	The reason for which I will not be able to achieve my goal could be lack of motivation. I believe that everything else is less important	I am planning to achieve it in 3 to 6 months

Skills	How to get them?	What resources or support will I need?	What can prevent me to achieve my goals?	How long should it take?
Research Skills	I simply need to do more research. I am planning to get familiar with the online library and become good in searching for specific topic. Also I will practise my skills by search in Google scholar for books, articles and journals.	Computer(laptop), smartphone, Library, Google Scholar.	Again the motivation will be important, but also the time that I will have to do it so	Again I will need 3 to 6 months to develop the skills

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Skills	How to get them?	What resources or support will I need?	What can prevent me to achieve my goals?	How long should it take?
Specifics in the beauty industry	I will be reading relevant information about the industry and all specifics. Even after so many years in the field there is still more to be learn. Also in my job there is opportunity to learn new things every day at work.	The company that I work for give us new information on a regular base. Also we are passing different trainings when is needed. Information from reliable sources is also important for me.	Lack of time or personal issues may prevent me to achieve my goal.	In the next 6 to 12 months but the process is on-going even after this period.
Skills	How to get them?	What resources or support will I need?	What can prevent me to achieve my goals?	How long should it take?
Management Skills	Management skills can be acquired by knowledge from books and other sources and by practising it, So I will put base by reading and listening information and then my goal will be to apply it in my job.	Books, Journals, articles, Videos, Job	Personal issues may delay it but not prevent it. I am focused on my job and want to build strong management skills so there should not be any reason to stop me.	I have set a period of between one to 2 years to develop management skills.

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