

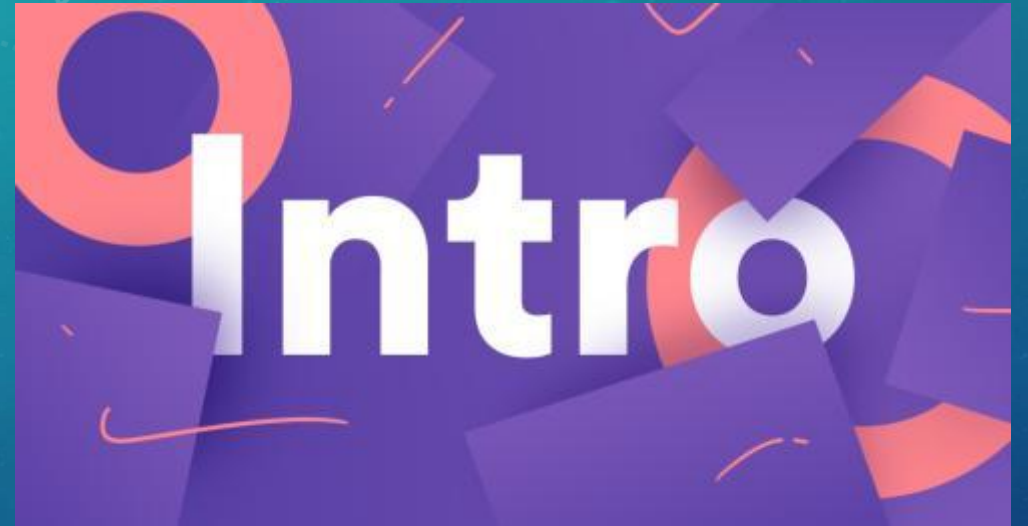
Academic And Employability Skills

The "employability skills" term describes the person's abilities that go beyond education and work experience (Bhasin, 2022). Employability skills are adaptable abilities helpful in almost every job. They imply acquiring skills, knowledge, or attitudes that make you more desirable to employers. (The balance careers, 2022).

Commercial awareness, teamwork, communication, motivation, perseverance, problem-solving, organization, working under pressure, persuasion, confidence are some of the most typical employability skills that employers look for in a person.(Indeed, 2022).

Introduction

- I'll go into more detail in this presentation on a certain company area I have my observation on for the future.
- In this presentation, I'll do a SWOT analysis to identify my ability deficiencies, and leverage my weaknesses into strengths (Verma, S. ,2018).



My future business/sectors

- My dream is to own a company in the field of digital marketing where I can provide my clients a one-stop shop for all things related to digital marketing (Bala et al, 2018).
- My future company will provide a wide range of services to my customers, and they won't need to go elsewhere to take advantage of any relevant extra services.



My current available skills for this sector

- I currently have some technical knowledge in digital marketing, video marketing, and content marketing.
- In addition, I have excellent technical, intrapersonal and motivational skills.
- These skills will enable me to create a company that provides the particular requirements of my customers (Hanlon, 2021).



The required future skills for this sector that need to improve

- Some of my skills that are applicable to businesses that use digital marketing need to be developed. I need to gain more insight into data analytics, comprehend user interface and user experience.
- I also need to concentrate on honing my teamwork, leadership, and time management abilities as well as persuasive and teamwork skills (Slavova, 2018).



My personal SWOT analysis

Strengths

- Online marketing expertise
- Interpersonal abilities
- Knowledge of the market
- Abilities in motivation

Weaknesses

- Lack of leadership ability
- Inadequate time management
- Not being able to persuade
- Communication abilities
- Being a poor team player (Ahmadizad et al, 2020).

SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	S Strengths	W Weaknesses
External origin (attributes of the environment)	O Opportunities	T Threats

My personal SWOT analysis

Opportunities

- Knowing my priorities and making wiser choices
- Establishing excellent rapport with important people
- Keeping my team inspired (Bala et al, 2018).
- An increase in IT utilisation implies a grow in customers

Threats

- Competitors
- Failing to satisfy my customers' deadlines
- Attempting to do it alone and adversely altering the outcomes (Saura, 2021).

Conclusion

- Employability skills are not just about academic skills, but also about relevant and usable skills such as marketing information skills, digital skills or decision making skills.
- There are necessary skills that I need to keep developing
- Finally, for this company I need both the skills mentioned before as well as opportunities to access relevant training.



References

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