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Academic & Employability Skills

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Why Did I Take This Course ?

My Field of Expertise is Becoming Overcrowded

- * Beauty Spa's & Asian Salons Popular
- * Lower Prices
- * Popular Even Though Inferior Quality

Why Did I Take This Course ?

I Need to Increase My Skills

- * Expand My Capabilities & Service -
(Foot Practitioner Qualification & Mobility)
- * Give Myself a USP - Unique Selling Point
(Jacobson and Welch, 2014)

Manicure

Pedicure

Medical Pedicure for NHS

Foot Practitioner for NHS

Making Me A Unique & Desirable Specialist

Why Did I Take This Course ?

I Need To Learn How To Sell Myself & My Services

- * Communication
- * Advertising & Marketing
- * Presentation

How Will This Course Help Me ?

Development

I will learn skills including reflection, time management, presentation and preparing my own PDP (Covey, 1989)

Communication

By researching, studying and attending lectures my English language and understanding will improve (Lindzon, 2020)

Confidence

By developing and communicating effectively my competence will increase allowing my confidence to grow and also my employability skills and business

Strengths

Commitment
Specialist Skills

Weakness's

Communication / English
Skill Base
Mobility

This course has already enabled me to see my strengths, weaknes's opportunities and threats
(liveplan.com,2018)

Opportunities

Employability Course
Online Research & Library
Colleagues Experience & Assistance
Foot Practitioner Qualification
Mobile Services
Social Media & Web Page
Increased Client Base

Threats

Competition
Health
Family Commitments

I have been able to identify areas I need to concentrate on to help me become more successful both as an employee and as self employed.

PDP

Using the knowledge I have already gained from the course I have been able to produce a simple PDP which gives me a realistic target to achieve (Cottrell,2010)

Target	How	Resource	Target Date
Obtain Foot Practitioner Qualification	Find suitable course and college to enroll	Online Course Practical sessions	February 2021
Obtain Academic & Employability Skills Qualification	Find suitable course and University to enroll	Online Lectures Online Research Library	August 2021
Become mobile to provide services to wider client base	Arrange Driving Lessons & Pass Test. Purchase Car	Driving Instructor Finance Practice	Test in Feb 2021 Car already obtained

Reference list

1. Jacobson, T. and Welch R.,2014. USP. How to craft your unique selling proposition, pp. 14-27
2. Covey, S. 1989. The Seven Habits of Highly Effective People/Rosseta Books,pp. 122-158
3. Lindzon, J.2020, Toronto,Ont CNW Group Ltd.- Globe and Mail,Newspaper article, p.B7
4. www.liveplan.com/blog, 2018. What is a SWOT analysis and how to do it right [online] Available at : www.liveplan.com
5. www.skillsyouneed.com, 2011-2020. The importance of good communication skills.
6. Cottrell,S. 2010, Skills for Success/ Personal development and Employability. Palgrave Macmillan, pp. 84-112.