

**Module Title:** Employability and  
Career Development

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## Comparison of Key Skills and Knowledge in Team Leader Job Adverts

I am compared and analysed four retail leadership roles: Asda Team Leader, Urban Outfitters Team Leader, Lark Lane Team Leader and Co-op Team Leader. All four roles focus on leading a team. They require motivating the staff, ensuring excellent customer service, keeping the store organised. Good communication, teamwork and attention to detail are essential in every position.

**Asda Team Leader:** Leads and supports the team to deliver great customer service, manages stock, daily tasks and store standards.( [Team Leader - Birmingham B33 8LF - Indeed.com](#))

**Urban outfitters Team Leader:** Motivates staff, drives sales, maintain visual and operational standards. Overseas customer service and team development ([Urban Outfitters Team Leader - Oxford, UK - Oxford OX1 1TR - Indeed.com](#) )

**Lark Lane:** Manages daily tasks and staff. Delivers excellent customer service, handles stock and supports store promotion.( [Larks - Store Team Leader - Liverpool - Indeed.com](#))

**Co-op Team Leader:** Supports managers and leads the team to meets sales and service targets. Motivates staff and ensures a positive customer service.( [Team Leader - Berkeley GL13 9BX - Indeed.com](#))

All four focus on **leading and supporting a team**, which means motivating staff, guiding their work and supporting development to ensure high performance's. making sure customers have a great shopping experience. Leadership is not about delegating tasks

but also leading by being an example, coaching members of the team and creating a positive work environment.

Another key skill common to all adverts that is crucial is **Customer service**. Each roles wants someone who can deliver excellent customer service, deal with complains professionally and make customer feel welcome. Communication is key to success because you need to work well with both the team and the customers.

**Organisational and Operational** skills are common skills in all adverts. Team leaders and managers have the duties to manage daily tasks, check stock, keep the store standards high and making sure the store operate smoothly and at its high performance.

Lastly, each role requires **flexibility, problem solving** and **reliability**. Retail leadership include adapting to busy periods, handling unexpected challenges and keeping consistent high service standards.

## Self-Assessment

To evaluate my fit for a retail leadership role, I conducted a **SWOT analysis** to identify my strengths, weakness, opportunities and threats.

**A Personal SWOT Analysis** is a simple, structured framework to help individual get a comprehension of their Strengths, Weaknesses, Opportunities, and Threats, helping in making wiser choices about career and life. (Payne, 2025). This reflection provides insights into my current capabilities and areas I need improvement on.

**Strengths:** My strengths include strong communication skills, both verbally and written, which helps me interact with colleagues, customers and the people I mentor. My ability to multitasking and be well organised is essential for maintaining a store and supporting staff. I have led small team in cleaner position, where I set goals, gave directions and instructions to ensure everything went according to the plan and providing the customers high cleaning service standards. Also working in a fast food provides me with good handling of tills and cash. Working under pressure, food preparation and health and safety regulations.

Additionally, I have mentor a small group of young people, which has helped me develop my patience, mentoring abilities and capacity to adjust communication style to different group of people meeting their needs and understanding.

**Weakness:** On the other hand, I would like to improve on my conflict resolution, financial awareness and leading larger teams. I sometimes find it difficult to quickly and confidently resolve conflict within a team. I am not particularly good at interpreting budgets, sales reports or operational costs. Another aspect I want to improve on is gaining the confidence in leading larger teams because I only lead a small teams' groups.

**Opportunities:** Online courses, mentorships programs, and leadership workshop offers the opportunity for improvements and growth. I may increase my company knowledge by observing managers and getting practical experience with financial tasks. I can get used to leading larger teams by volunteering or accepting part time position with larger teams.

**Threats:** The pressure to fulfil goals while maintaining customer satisfaction and the competitive nature of retail leadership positions. In addition, retail trends change rapidly, so it's important to continue learning. I may reduce these risks by developing my abilities and gaining experience.

## Evidence of Readiness

My readiness is supported by my work experience. Leading cleaning teams taught me how to supervise, organise and deliver good service at high standards of cleanliness and performance. (Workbred.co.uk, 2023) Moreover I had experience working in a fast-food shop named Pepes Piri Piri where I had the opportunity to develop my customer service skills as I used to deal with customer on a day-to-day basis, handle cash and tills, food preparations. I undergone a Health and Safety training on the job that helps me along my career. Also, as a duty I had to create a clean and friendly environment for customer and my team members, so I had a change to use again my cleaning experience.

In addition, I used to offer tutoring services to a young group of people; teaching spoken and written English for beginners. This shows I can effectively coach and mentor people. Feedback from my managers, team members and customers I received during my work placements highlighted my reliability, teamwork, and supportive nature. Overall, I feel I am ready to step into a retail team leadership role while continuing to develop my skills.

## Employment Goals

I have set a few short term and long-term goals based on my SWOT Analysis. My short-term goals for the upcoming year are to help in resolving conflicts more quickly and effectively, learn more about finances and develop my confidence in managing bigger teams. Workshops, online programs, mentoring and volunteering or part time leadership positions are how I intend to accomplish these objectives. These actions should improve my ability to resolve conflicts within the team, my understanding of sales and budgets and confidently lead larger teams.

Furthermore, my long-term goals are to advance to Team Leader within the next 2 to 3 years and Store Manager within the 5 to 7 years. I want to be fully accountable for budgetary decisions, sales performance and staff development in these positions. Additionally, I want to establish a solid reputation as a leader who supports the team and keeps the standards high. By achieving these goals, I will grow in my retail career and make sure I am always learning and improving.

## Personal Development Plan

A Personal Development is an ongoing process that drives you to improve your knowledge skills and experience to reach your objectives. A Personal Development Plan (PDP) is a method of focussing goals into achievable steps, helping to keep track of personal development. (Martinelli, 2023). I set several short term and long-term goals to have a successful career in the retail industry, to improve on my weakness and to develop my skills. To achieve this goal, I have created a Personal Development Plan.

| Objective<br>Short term                  | Time        | Activates                                                                                                                      | Success Criteria                                                                               | Resources                                             |
|------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| Improve conflict resolution skills       | 3-6 months  | Take part in conflict resolution workshops, practise resolving small team conflicts and ask mentors for comments to improve on | Ability to resolve conflicts quickly and confidently; good feedback from mentors and peers.    | Online courses, workshops, mentor support             |
| Develop financial awareness              | 6-12 months | Complete online retail financial programs, observe shop managers, and learn how to understand sales figure                     | Enhanced understanding of budgets and sales; ability to use financial data to inform decisions | Online courses, manager guidance, practice and report |
| Gain confidence in managing larger teams | 6-12 months | Obtain leadership positions in volunteer or part-time job; practise assigning                                                  | Comfort and confidence in managing larger teams' groups lead to                                | Volunteer or part-time work and mentor guidance       |

|                                                |           |                                                                                                                                                              |                                                                                                 |                                                          |
|------------------------------------------------|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------|
|                                                |           | responsibilities and tracking results for 6 to 12 months.                                                                                                    | good team performance feedback                                                                  |                                                          |
| <b>Objective Long term</b>                     |           |                                                                                                                                                              |                                                                                                 |                                                          |
| <b>Progress to Team Leader job</b>             | 2-3 years | Apply for internal promotions and demonstrate leadership abilities, knowledge, reliability and team support.                                                 | Promotion to Team Leader; recognition of leadership abilities by management                     | Work experience, mentor support and performance tracking |
| <b>Advance to a supervisor or manager role</b> | 5-7 years | Move ahead and gain experience in all areas of store operations; continue professional and personal development. Lastly build a strong leadership reputation | Promotion to Store Manager; Good performance reviews of effective management of team and store. | Leadership training, practical experience and mentorship |

## Conclusion

In conclusion, my analysis of the four retail Team Leader job advertisements shows the importance of leadership, customer service, communication, organisational abilities, and reliability in every position. I've found that I already possess many of these characteristics, especially in communication, mentoring, and day-to-day task management, based on my SWOT analysis and reflection on previous job experience. At the same time, I am aware of areas where I need to improve, such as managing bigger teams, handling conflict, and being financially conscious. My Personal Development Plan sets out realistic strategies for developing these abilities and advancing my retail career. I am certain that I can accomplish my short-term and long-term objectives and effectively step into a retail leadership role with ongoing education, commitment, and practical experience.

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