

Developing Self-Awareness and Professional Skills for Career Success

Building Emotional Intelligence, Effective Communication, and Employability through
Personal Reflection and Teamwork



Week 2 Overview



The Importance of Self-Awareness and Professional Identity

Explain why self-awareness and professional identity matter for employability



Personal SWOT Analysis for Growth

Use a personal SWOT analysis to identify strengths and development areas



Understanding Emotional Intelligence

Understand emotional intelligence and apply it to workplace situations



Week 2 Overview



Improving Communication with the Johari Window

Use the Johari Window model to improve communication and relationships



Personality and Learning Styles in the Workplace

Evaluate personality and learning-style theories and their workplace use



Recognising Valued Professional Behaviours

Identify professional behaviours valued by employers and entrepreneurs



Part 1: Self-Awareness and Professional Identity



Icebreaker Activity

“How would others describe you?” (write three words and compare with a partner)



Understanding Self-Awareness

What self-awareness means and why it supports career development



Exploring Identity

Personal identity vs professional identity and how professional identities develop over time



Impact on Decision-Making

How self-awareness influences decision-making and employability

Understanding Self-Awareness

 Self-awareness is understanding who you are and how your thoughts, feelings and behaviours influence the way you work and interact with others.

It involves recognising your:

- **Strengths** – What are you good at?
- **Weaknesses** – Where could you improve?
- **Values** – What is important to you?
- **Interests** – What do you enjoy doing?
- **Emotions** – How do you respond to different situations?
- **Behaviours** – How might others experience working with you?

Why does understanding self-awareness matter for your career?

Personal Identity vs. Professional Identity



Your identity is how you understand yourself and how you present yourself to others. In your career, it is useful to recognise the difference between your personal and professional identity.

Personal Identity:

- Who you are as a person
- Your values, beliefs and interests
- Your personality and characteristics
- Your life experiences and background
- How you behave in your personal life

Professional Identity:

- Who you are in a work or career setting
- Your skills, knowledge and experience
- Your professional behaviours and standards
- Your career goals and ambitions
- How you communicate and behave at work

Why employers value self-aware employees

💡 Employers value self-aware employees because they understand their own strengths, limitations and behaviours — and recognise how these can affect other people and their work.

What does this look like in the workplace?

- Know their strengths
- Recognise areas for improvement
- Respond well to feedback
- Work effectively with others
- Adapt to situations
- Take responsibility
- Continue developing

The role of self-reflection in career development

Self-reflection means taking time to think about your experiences, actions and decisions so you can understand what went well, what could improve and what you can learn for the future.

How does it support career development?

A Simple Reflection Process:

- **Experience → Reflect → Learn → Improve → Try Again**

Reflection Prompts

☆ Greatest Strengths

What are your greatest strengths?

✎ Areas for Improvement

What skills would you like to improve?

⚙ Professional Perception

How do you want others to perceive you professionally?

🔭 Future Aspirations

What type of employee or entrepreneur do you hope to become?

SWOT Analysis



SWOT Framework Components

- Strengths
- Weaknesses
- Opportunities
- Threats



Application in Business and Careers

How can businesses use SWOT and how can individuals apply it to their careers?

Personal SWOT Analysis



Individual Activity

Individual activity: complete a personal SWOT focusing on academic abilities and transferable skills



Key Focus Areas for Personal SWOT

Include personal characteristics, career ambitions, and external opportunities and challenges

SWOT in Recruitment and Entrepreneurship



How SWOT can help during recruitment

- Highlights strengths to showcase to employers
- Identifies areas for development
- Supports stronger applications and interviews
- Builds confidence when discussing your skills and abilities



How entrepreneurs might use SWOT

- Identify strengths they can bring to the business
- Recognise weaknesses or skills gaps to address
- Spot opportunities for growth or new ideas
- Prepare for threats and potential business challenges

Pair Discussion Activity

Share one strength and one area for improvement

Emotional Intelligence (EI) at Work

Emotional Intelligence (EI) is the ability to understand and manage your own emotions, while recognising and responding effectively to the emotions of others.

Daniel Goleman's EI model (5 Key Areas)

Daniel Goleman's EI Model explains how understanding and managing our own emotions and those of others can support effective behaviour, relationships and performance.

There are 5 key areas:

1. **Self-Awareness** – Understand your emotions.
2. **Self-Regulation** – Manage your reactions.
3. **Motivation** – Stay focused on your goals.
4. **Empathy** – Understand how others feel.
5. **Social Skills** – Communicate and build relationships.



Emotional Intelligence (EI) at Work

♡ Why emotional intelligence matters in workplaces

- **Improves communication** – Helps you understand how your words and actions affect others.
- **Strengthens teamwork** – Supports positive relationships and effective collaboration.
- **Manages emotions** – Helps you stay calm and professional in challenging situations.
- **Builds empathy** – Encourages you to understand different feelings, needs and perspectives.
- **Handles conflict** – Helps you respond to disagreements constructively rather than emotionally.
- **Supports leadership** – Helps leaders motivate, influence and build trust with others.



Emotional Intelligence (EI) at Work

♡ Examples of emotionally intelligence behaviour and the impact of poor EI

High Emotional Intelligence

- **Active listening** – Giving others your full attention
- **Empathy** – Considering other people's feelings
- **Constructive feedback** – Giving feedback respectfully
- **Positive communication** – Working effectively with others

Poor Emotional Intelligence

- **Poor listening** – Ignoring or misunderstanding others
- **Emotional reactions** – Responding with anger or frustration
- **Conflict** – Creating tension or disagreements
- **Low morale** – Damaging motivation and relationships

Scenario Activity: Apply EI Skills



Analyse a Workplace Scenario

Analyse a workplace scenario



Identify Needed EI Skills

Identify which EI skills are needed for the situation



Plan Professional Response

Plan how you would respond professionally



Share Your Approach

Share your approach in class discussion

EI Class Discussion Questions



Can emotional intelligence be developed?



Is emotional intelligence more important than technical skills?



Which aspect of emotional intelligence is most challenging for you?

Johari Window for Relationships

Johari Window Areas

The Johari Window helps us understand what we know about ourselves and what others know about us, supporting greater self-awareness.

Open Area – Known to you and others.

Example: You and your colleagues know you are a confident communicator.

Blind Spot – Known to others, but not you.

Example: Others notice you often interrupt during conversations.

Hidden Area – Known to you, but not others.

Example: You feel nervous presenting, even though you appear confident.

Unknown Area – Not yet known to you or others.

Example: You may have leadership skills that haven't yet been tested.

Johari Window for Relationships

Model Benefits

- **Communication** – Encourages openness and better understanding between colleagues.
- **Teamwork** – Helps people understand each other's strengths, behaviours and working styles.
- **Feedback** – Encourages constructive feedback to reveal potential blind spots.
- **Self-Awareness** – Helps you better understand how your behaviour is perceived by others.

Complete the Johari Window Template

Work together in groups to fill out the Johari Window template

- ***OPEN AREA*** - Known to self and to others
- ***BLIND AREA*** - Known to others but not self
- ***HIDDEN AREA*** - Known to self but not others
- ***UNKNOWN AREA*** - Unknown to self and others

Personality and Learning-Style Theories



Myers-Briggs Type Indicator (MBTI)

The Myers-Briggs Type Indicator (MBTI) is a personality questionnaire.

It is designed to identify how people naturally prefer to:

- take in information
- make decisions
- interact with the world

MBTI sorts people into 16 different personality types using a 4-letter code (e.g. ISTJ, ENFP).

Each letter represents a preference—not ability or skill.

INTJ

THE ARCHITECT
IMAGINATIVE
STRATEGIC
PLANNERS

INTP

THE LOGICIAN
INNOVATIVE
CURIOUS
LOGICAL

ENTJ

THE COMMANDER
BOLD
IMAGINATIVE
STRONG-WILLED

ENTP

THE DEBATER
SMART
CURIOUS
INTELLECTUAL

INFJ

THE ADVOCATE
QUIET
MYSTICAL
IDEALIST

INFP

THE MEDIATOR
POETIC
KIND
ALTRUISTIC

ENFJ

THE PROTAGONIST
CHARISMATIC
INSPIRING
NATURAL LEADERS

ENFP

THE CAMPAIGNER
ENTHUSIASTIC
CREATIVE
SOCIABLE

ISTJ

THE LOGISTICIAN
PRACTICAL
FACT-MINDED
RELIABLE

ISFJ

THE DEFENDER
PROTECTIVE
WARM
CARING

ESTJ

THE EXECUTIVE
ORGANIZED
PUNCTUAL
LEADER

ESFJ

THE CONSUL
CARING
SOCIAL
POPULAR

ISTP

THE VIRTUOSO
BOLD
PRACTICAL
EXPERIMENTAL

ISFP

THE ADVENTURER
ARTISTIC
CHARMING
EXPLORERS

ESTP

THE ENTREPRENEUR
SMART
ENERGETIC
PERCEPTIVE

ESFP

THE ENTERTAINER
SPONTANEOUS
ENERGETIC
ENTHUSIASTIC

**Test
Your Turn**



Personality and Learning-Style Theories



Honey & Mumford Learning Styles

1. Activist

Enjoys learning by doing and getting involved in new experiences. Often prefers practical activities, group work and trying things out.

2. Reflector

Prefers to observe and think before acting. Likes having time to review experiences, consider different perspectives and learn from what happened.

Personality and Learning-Style Theories



Honey & Mumford Learning Styles

3. Theorist

Likes to understand the thinking behind something. Often prefers structured learning, theories, models and logical explanations.

4. Pragmatist

Focuses on how learning can be used in practice. Enjoys testing ideas and applying new knowledge to real-world problems and situations.

Critical Thinking



Accuracy of Personality Tests

Do personality tests accurately describe people, or do categories oversimplify individuals?



Individual Categorisation Challenge

Can individuals fit neatly into categories?



Personality Tests in Recruitment

Should employers use personality tests during recruitment?

Mini Debate: Hiring for Personality Tests

Pro motion: Employers should use personality tests when hiring staff

- Employers can gain insights into candidate traits and fit for company culture.
- Personality tests may improve the prediction of job performance and team compatibility.

Counter motion: Personality tests may not be scientifically valid or fair for recruitment

- Personality tests are not always scientifically reliable and may not accurately predict how well someone will perform in a job.
- Using them too heavily in recruitment can create unfair decisions or bias, potentially disadvantaging some candidates.

What are your thoughts?

Professional Behaviours Employers Value



Communication and teamwork

- Being able to share ideas clearly, listen to others and work effectively as part of a team.
- Employers value people who can build positive relationships, contribute to group goals and communicate professionally with others.



Resilience as a workplace expectation

- Being able to cope with challenges, setbacks and pressure while continuing to move forward.
- Employers value people who can learn from difficult experiences, adapt and maintain a positive and professional approach.

Professional Behaviours Employers Value



Reliability and professionalism

- Being someone that others can depend on and trust.
- This includes arriving on time, meeting deadlines, keeping commitments and behaving appropriately in the workplace.



Adaptability, time management, and initiative

- Being able to adjust to change, manage your workload effectively and take action without always being asked.
- Employers value people who can prioritise tasks, solve problems and respond positively to new challenges.

Entrepreneurial Focus: Hiring for Attitude vs Skills



Hiring for attitude versus hiring for skills

Skills show what someone can do, while attitude shows how they approach work, learning and challenges.



Building effective teams as part of entrepreneurial thinking

Entrepreneurs need people with different strengths who communicate well and work towards shared goals.

Consider not only *“Can they do the job?”* but also *“Will they fit, learn and grow with the business?”*

Group Task: Build Your Balanced Hiring Plan



Step 1: Prioritise Qualities for Roles

Decide which qualities you would prioritise for roles



Step 2: Evaluate Business Needs

Determine whether attitude or skills matter more for your business needs



Step 3: Build a Balanced Team

Explain how you would build a balanced team



Step 4: Present Your Decisions

Present your decisions to the class

Plenary Discussion: Skills, Attitudes, and Team Success



Can skills be taught more easily than attitudes?

Can skills be taught more easily than attitudes?



Qualities that make teams successful

What qualities make teams successful?



Focus on developing professional behaviours

What professional behaviours will you focus on developing?

Independent Study: Your 500-Word Reflection



Write a 500-Word Reflection

Write a 500-word reflection on your professional strengths and areas for development



Update Your Personal SWOT Analysis

Update your personal SWOT analysis



Identify Professional Behaviours to Improve

Identify two professional behaviours you wish to improve



Research Organisational Behaviours

Research an organisation and evaluate the behaviours it expects from employees

Key Takeaways (Self-Awareness to Workplace Behaviour)

Self-awareness and professional identity

Self-awareness and professional identity strengthen employability through reflective decision-making

SWOT Analysis for Development

SWOT helps you evidence strengths and plan development for recruitment and entrepreneurship

Emotional Intelligence and Johari Window

EI and Johari Window improve communication, feedback, and professional relationships

Professional Behaviour and Team Building

Professional behaviours and thoughtful hiring debates support building successful teams

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Career Planning and Professional Development

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**If you have any questions, please do not
hesitate to get in touch.**

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