

Comprehensive Career Planning and Professional Development

Setting Goals, Applying Motivation Theories, Understanding Labour Market Trends, and Enhancing Skills for Future Success



Career Planning & Professional Development



Importance of Goal Setting and Professional Development

Explain why goal setting and professional development matter



Using Motivation Theories for Planning

Use motivation theories to guide personal and career planning



Labour Market Trends and Future Skills

Connect labour market trends to future skills needs

Session Outcomes



Identify strengths and areas for development



Create an initial Personal Development Plan (PDP)



Understand organisational and entrepreneurial workforce planning

Starter Activity: Your Career in Five Years



Where would you like to be professionally in five years?



What skills will you need to get there?



What obstacles might stand in your way?

What Is Career Planning—and Why It Matters



Career planning: setting direction using goals and development actions

Career planning is about establishing a path by identifying goals and taking steps for development.



Career goals help people focus effort and make better decisions

Having clear career goals enables individuals to concentrate their efforts and improve decision-making.



Modern careers require adaptability as circumstances change

In today's world, careers demand flexibility to adjust to evolving situations.

Short, Medium, and Long-Term Goals



Short-term goals

- Actions you can complete soon.
- These might focus on building a particular skill, completing a course, improving your CV, or gaining useful experience.



Medium-term goals

- Progress milestones over a broader period.
- These help you build towards your bigger ambitions, such as gaining a qualification, securing a promotion, changing roles, or taking on more responsibility.



Long-term goals

- Your bigger career direction (e.g., five years or more).
- These focus on where you ultimately want your career to take you, such as reaching a senior position, becoming an expert in your field, or starting your own business.

SMART Goals Framework



Specific Goals

- Clearly state exactly what you want to achieve.
- Being specific gives you a clear focus and makes it easier to understand what actions you need to take.



Measurable, Achievable, Relevant, Time-bound

- Make your progress easy to track and ensure the goal is realistic and meaningful.
- Setting a deadline also gives you something clear to work towards.



SMART Examples

- Use SMART goals across university, career aspirations, entrepreneurship, and personal development.

SMART Goal Workshop (Individual Activity)



Write a Short-Term Goal

Write one short-term goal for the next six months



Write a Medium-Term Goal

Write one medium-term goal for the next two years



Write a Long-Term Career Goal

Write one long-term career goal for five years or more



Plan Immediate Actions

Answer: what actions could you begin this week?

Motivation: Why It Drives Career Progress



Motivation's Impact on Career and Success

- Motivation influences career progression, academic success, workplace performance, and entrepreneurship.
- It provides the drive to take action, overcome challenges, and continue working towards your goals.



Current Needs Shape Motivation

- The needs you have now can shape what motivates you most.
- For example, you may be motivated by financial security, career progression, recognition, personal development, or achieving a better work-life balance.



Role of Motivation Theories

- Motivation theories help you understand what encourages people to take action and stay focused.
- They can also help you identify practical ways to maintain motivation when working towards career and personal goals.

Maslow's Hierarchy of Needs



Physiological and safety needs

- These focus on basic needs such as financial security, a safe working environment, stability, and personal wellbeing.
- Meeting these needs can provide a strong foundation for focusing on career development.



Love and belonging and esteem

- These relate to positive relationships, feeling part of a team, and receiving recognition for your work.
- Feeling valued and respected can increase confidence, motivation, and job satisfaction.



Self-actualisation

- This is about personal growth, finding purpose, and reaching your full potential.
- In a career, this might involve pursuing meaningful work, developing new skills, taking on challenges, or achieving your long-term ambitions.

How does Maslow's Hierarchy of Needs apply to the workplace?



Which Level Motivates You Most?



Choose the Maslow level that motivates you most at this stage

Identify which level of Maslow's hierarchy resonates most with your current motivations.



Consider how that motivation shows up in your study and work choices

Reflect on the influence of your primary motivation on your educational and professional decisions.



Use your answer to guide realistic goal-setting

Apply your understanding of your motivating level to set achievable and meaningful goals.

Contemporary Motivation Perspectives



Self-Determination Theory (Deci & Ryan)

- Motivation is linked to needs such as having choice, developing skills, and connecting with others.
- Meeting these needs can increase motivation and engagement.



Intrinsic vs Extrinsic Motivation

Intrinsic motivation comes from enjoyment or personal meaning, while extrinsic motivation comes from external rewards such as money, grades, or recognition.



Growth Mindset (Dweck)

The belief that skills and abilities can improve through effort and learning. It encourages us to view challenges as opportunities to develop.

Case Study Group Activity: What Motivates People?



Step 1: Read the Three Fictional Individuals

Read the three fictional individuals (student, graduate, small business owner)



Step 2: Discuss Motivations and Theories

Discuss which motivations apply and which theory best explains each person



Step 3: Identify Challenges

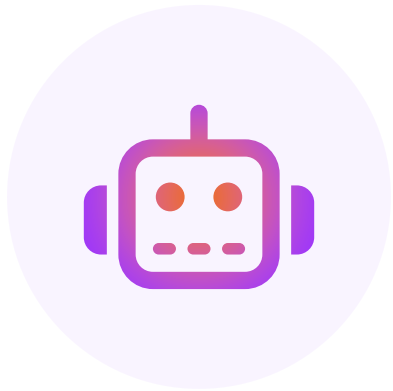
Identify challenges that could reduce motivation



Step 4: Present Conclusions

Present conclusions to the class

Labour Market Trends & Future Skills



Key Trends Shaping the Labour Market

- AI and automation
- Digital transformation
- Hybrid/remote working



Emerging Areas in Employment

- Sustainability and green jobs
- Entrepreneurship and self-employment
 - Globalisation



Employer Priorities for Future Skills

Employers look for adaptable, future-ready skills

Future Skills Employers Identify:

Recap



Core skills

- Communication, problem-solving, teamwork, and leadership are valuable across almost every career.
- They help you work effectively with others, overcome challenges, and contribute positively in the workplace.



Work-ready skills

- Digital literacy, adaptability, and emotional intelligence help you respond effectively to changing workplace demands.
- These skills are increasingly important as technology and ways of working continue to develop.



Development focus

- Aim to develop both technical and personal capabilities throughout your career.
- A strong combination of the two can help you remain employable, adaptable, and prepared for future opportunities.

Future Skills Investigation



Step 1: Choose an Industry

Choose an industry: business/management, marketing, finance, technology, retail, or entrepreneurship



Step 2: Research Key Trends

Research key trends affecting the sector



Step 3: Identify Skills and Jobs

Identify skills employers increasingly require and jobs likely to grow



Step 4: Create Group Summary

Create a short group summary for discussion

Discussion: Skills Across Industries



Skills in Every Industry

Which skills appear in every industry?



Future Skill Importance

Which skills will become more important over the next decade?



Technical vs Personal Skills

Are technical skills or personal skills more valuable?

Reflective Practice and CPD



Reflective practice

Review what you've done, what worked, and what you could improve. This helps you learn from experience and make better decisions in the future.



Continuous Professional Development (CPD)

Ongoing learning that helps you stay effective and develop throughout your career. This could include training, courses, workshops, or learning new skills.



Personal Development Plans (PDPs)

Structure your strengths, areas for improvement, and development priorities. A PDP helps you set clear goals and identify the actions needed to achieve them.

How Professionals Evaluate Progress



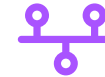
Evaluate current strengths

Evaluate your current strengths and where you perform well. This helps you recognise what you can build on and use effectively in your career.



Identify skills gaps

Identify skills gaps and areas that need further development. This helps you decide where to focus your learning and improvement.



Review progress over time

Regularly review your progress to make sure you are staying on track. This also allows you to adjust your goals and actions when needed.

Skills Gap Analysis Table (Individual Activity)



Rate Current Confidence

Rate current confidence (1–5) for each skill



Add Evidence

Add evidence showing why your confidence is at that level



Define Improvement Action

Define an improvement action you will take

Skills to Assess



Communication

Consider how clearly and confidently you share ideas, listen to others, and adapt your communication to different situations.



Teamwork, Leadership, and Digital skills

Assess how well you work with others, take responsibility when needed, and use digital tools effectively in your work or studies.



Problem-solving

Think about how effectively you identify problems, consider different solutions, and make appropriate decisions.



What You Must Identify (From Your Analysis)



**Three strengths
to build on**



**Three areas for
improvement to
target**



**Practical actions
you will take**

Reflection Task: Sentence Stems



The Most Important Skill

“The most important skill I need to develop is...”



Surprising Learning

“I was surprised to learn that...”



Planned Action

“One action I will take this month is...”

Workforce Planning for Entrepreneurs



Reasons for Business Recruitment

- Businesses recruit for reasons such as growth, expansion, or replacing staff who have left.
- Recruiting the right people helps a business continue operating effectively and achieve its goals.



Addressing Skills and Costs

- Recruitment can help businesses fill important skills gaps, but employers must also consider the costs involved.
- Entrepreneurs need to decide whether recruiting someone provides good value for the business.



Balancing Needs and Growth

- Entrepreneurs must balance what the business needs now with its plans for future growth.
- This helps ensure they recruit the right people at the right time.

When Should an Entrepreneur Hire?



Decide Based on Current Needs vs Future Growth

- Consider whether the business needs support now or is preparing for future growth.
- Hiring at the right time can help manage workloads and achieve business goals.



Consider Upskilling Existing Staff

Consider developing existing employees before hiring. This can be a cost-effective way to meet business needs and support staff development.



Identify Critical Skills Gaps

Identify important skills missing from the business. If these cannot be developed internally, recruiting someone new may be necessary.

Business Scenario: Expanding a Café into Catering



Step 1: Imagine Owning a Small Café Expanding into Catering

Imagine you own a small café expanding into catering services



Step 2: Decide What Roles Need to Be Recruited

Decide what roles need to be recruited



Step 3: Select the Essential Skills for Those Roles

Select the essential skills for those roles



Step 4: Justify Whether to Recruit Immediately or Wait

Justify whether to recruit immediately or wait

Plenary: Your Key Career Takeaways



Most Valuable Career Skill

What career skill is most valuable in today's labour market?



Changes in Career Plan

How has your career plan changed during today's lesson?



Development Goal for the Semester

What is one development goal you will work on this semester?

One Key Takeaway

Submit One Key Takeaway

Submit one key takeaway on a sticky note before leaving

Turn It Into an Action

Turn it into a next-step action you can start soon

Suggested Resources



Videos

- TED Talks on goal setting and motivation
- World Economic Forum future skills videos



Websites

- Prospects
- National Careers Service
- Institute of Student Employers
- World Economic Forum – Future of Jobs
- Office for National Statistics



Academic reading

- Bandura
- Deci & Ryan
- Dweck
- Locke & Latham
- Maslow

Key Takeaways

Set SMART Career Goals

Set SMART short-, medium-, and long-term career goals

Apply Motivation Theories

Apply motivation theories to plan actions you can sustain

Use Labour Market Trends

Use labour market trends to guide future skills development

Create a PDP

Create a PDP using strengths, skills gaps, and improvement actions

Understand Workforce Planning

Understand workforce planning decisions for business growth



Next Week (Week 4)

Personal Branding and Professional Identity.

Please look in the Module Handbook for further details.

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Thank you.

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

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