

WEEK 3
PROFESSIONAL CAREER
DEVELOPMENT
BMSW4012



WHAT DID WE DO LAST WEEK?

WEEK 2 RECAP

- **Mindset:** The difference between fixed and growth mindsets, and how this affects learning
- **Resilience:** How to cope with challenges and bounce back from setbacks
- **Learning Styles (Honey & Mumford):** Different ways people learn: Activist, Reflector, Theorist, Pragmatist
- **Johari Window:** Understanding yourself and how others see you
- **Personal SWOT Analysis:** Identifying your strengths, weaknesses, opportunities, and threats

SWOT ANALYSIS - RECAP

To begin today's session, we're revisiting your personal SWOT analysis from last week.

Take a few minutes to review your SWOT and be ready to share with the class:

- One strength
- One weakness
- One opportunity
- One threat

LEARNING OBJECTIVES

By the end of this session, you will be able to:

- Understand how personality links to career choices (Holland & MBTI)
- Reflect on your strengths, interests, and skills
- Apply this understanding to your future career development
- Create SMART goals to support your progress
- Begin a Personal Development Plan (PDP) to achieve your goals

HOLLAND'S CAREER THEORY

Holland's Career Theory explains how people choose careers based on their personality, interests, and strengths.

It suggests that both people and work environments can be grouped into six types.

When your personality matches your work environment, you are more likely to:

- Enjoy your work
- Feel motivated
- Be successful

(Holland, 1997)



REALISTIC (THE “DOER”)

Realistic people enjoy hands-on, practical activities.

They prefer working with tools, equipment, or physical tasks rather than theory or desk-based work.

They are often practical, reliable, and action-oriented, and like seeing real results from what they do.

Examples:

- Engineer
- Mechanic
- Electrician
- Construction

(Holland, 1997)



REALISTIC

INVESTIGATIVE (THE “THINKER”)

Investigative people enjoy exploring ideas, analysing information, and solving problems.

They are curious and prefer working with data, research, and thinking tasks.

Examples:

- Scientist
- Analyst
- Researcher
- Doctor

Enjoy thinking deeply and solving complex problems.

(Holland, 1997)



INVESTIGATIVE

ARTISTIC (THE “CREATOR”)



ARTISTIC

Artistic people enjoy creative expression and original ideas.

They prefer flexible, unstructured environments where they can use imagination.

Examples:

- Designer
- Musician
- Writer
- Actor

Express ideas creatively and think outside the box.

(Holland, 1997)

SOCIAL (THE “HELPER”)

Social people enjoy working with and helping others.

They are often caring, supportive, and good at communication and teamwork.

Examples

- Teacher
- Nurse
- Counsellor
- Social Worker

Thrive on helping, supporting, and working with people.

(Holland, 1997)



SOCIAL

ENTERPRISING (THE “LEADER”)

Enterprising people enjoy leading, persuading, and influencing others.

They are confident and often motivated by business, goals, and success.

Examples

- Manager
- Salesperson
- Entrepreneur
- Marketing

Enjoy leading, making decisions, and achieving goals.

(Holland, 1997)



ENTERPRISING
—

CONVENTIONAL (THE “ORGANISER”)

Conventional people enjoy structure, organisation, and working with data.

They prefer clear systems and are often detail-focused and reliable.

Examples

- Administrator
- Accountant
- Office worker
- Data analyst

Prefer organised tasks, structure, and working with information.

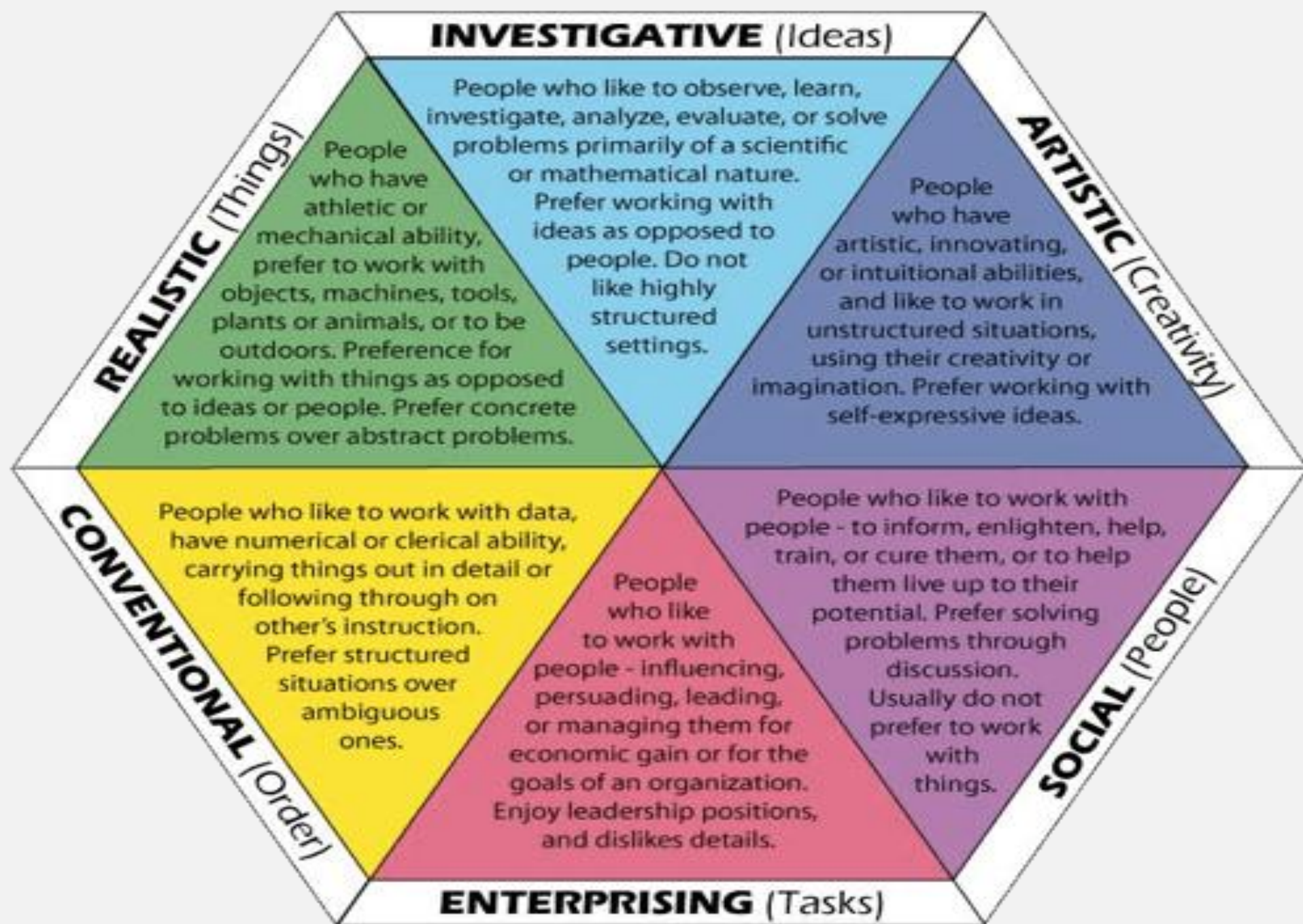
(Holland, 1997)



CONVENTIONAL



**Your
Turn!**



MYERS BRIGGS TYPE INDICATOR

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



WHAT DOES THIS ALL MEAN THOUGH?

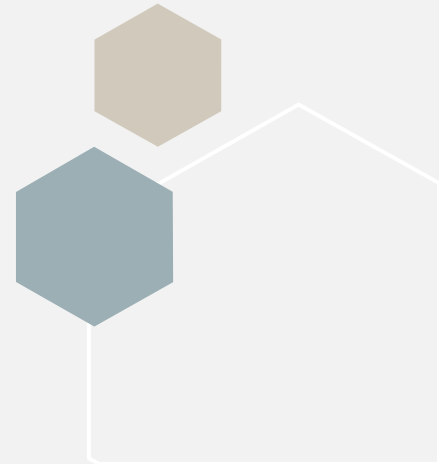
Understanding your personality and preferences can help you make more informed choices about your future.

It's not about putting yourself in a box—it's about recognising your strengths, interests, and areas to develop.

How does this apply to you?

- Build confidence in people-facing roles
- Develop practical, hands-on skills
- Explore leadership opportunities or responsibility
- Improve your organisation and planning skills
- Gain clearer ideas about your career options

(Super, 1990; Yorke, 2006)



NOW, YOU NEED TO SET A SMART GOAL!

S



SPECIFIC

M



MEASURABLE

A



ACHIEVABLE

R



RELEVANT

T



TIME-BOUND

S.M.A.R.T GOALS

SMART goals help you set clear and achievable targets, making it easier to stay focused and succeed.

- **Specific** – Be clear about what you want to achieve
- **Measurable** – Track your progress and know when you've achieved it
- **Achievable** – Set realistic goals that challenge you
- **Relevant** – Make sure the goal matters to you
- **Time-bound** – Set a deadline to stay on track

SMART goals turn ideas into clear actions, helping you stay motivated and focused.

(Doran, 1981; Locke & Latham, 2002)

S.M.A.R.T GOALS –EXAMPLE

- **Specific:** "I want to increase my sales by 20% in the next quarter."
- **Measurable:** "I want to lose 10 pounds in two months."
- **Achievable:** "I will complete a 5K run in the next six weeks."
- **Relevant:** "Learning Spanish will help me communicate with my clients and expand my business."
- **Time-bound:** Example: "I will save \$5,000 by the end of the year."

SMART goals help create a clear path toward achievement by making goals actionable and trackable, increasing motivation and focus.

SMART	Objectives	Example
S	Specific	Start selling flowers from my garden.
M	Measurable	Spend around 2 hours/day on Marketing & Promotion.
A	Achievable	I have experience in growing flowers and I also have equipment and knowledge.
R	Realistic	I am passionate about gardening and I can earn an extra income.
T	Time bound	I will start planning today in order to be ready to sell within the next 3 months.

WRITE A SMART GOAL FOR YOURSELF

Specific	Describes what you want to accomplish, with as much detail as possible.
Measurable	Written in terms that can be clearly evaluated
Acceptable	Written by you – not for you by someone else
Realistic	Reflects your abilities, yet offers somewhat of a challenge
Time Frame	Clearly specifies target completion dates

PERSONAL DEVELOPMENT PLAN (PDP)

1 – Self assessment:

This involves reflecting on your current skills, strengths, weaknesses, and experiences. It's about understanding where you are now in terms of personal and professional development.

2 - Goal Setting:

Identify both short-term and long-term goals that you want to achieve. Goals can be related to career advancement, personal growth, education, or skill development.

Goals should follow the SMART framework

3 – Action plan:

Create a step-by-step plan that outlines the specific actions you need to take to achieve your goals. This may include acquiring new skills, attending courses, seeking mentorship, or gaining work experience.

PERSONAL DEVELOPMENT PLAN (PDP)

4 – Timeline & milestones:

Establish deadlines and milestones to track your progress. This helps ensure you stay on track and make steady progress toward your goals.

5 – Resources & support:

Identify the resources and support you need to achieve your goals. This can include educational tools, mentors, coaches, or even financial resources.

6 – Monitoring & review:

Regularly review and update your PDP to reflect any changes in your goals or progress. This ensures that your plan remains relevant and aligned with your evolving ambitions.

**WRITE A PERSONAL
DEVELOPMENT PLAN
FOR YOURSELF**

A decorative graphic on the left side of the slide consists of a cluster of hexagons. Some hexagons are solid colors (orange, grey, blue, yellow, brown, light blue, light grey), while others contain images: a person in a meeting, two people working at a desk, a close-up of charts and documents, and a person looking at a whiteboard. The hexagons are arranged in a honeycomb-like pattern.

ANY QUESTIONS?

LEARNING OBJECTIVES - RECAP

In this session, you have:

- Explored how personality links to career choices (Holland & MBTI)
- Reflected on your strengths, interests, and skills
- Considered how this applies to your future career development
- Learned how to set SMART goals
- Begun creating a Personal Development Plan (PDP)

NEXT WEEK (WEEK 4)

**PERSONAL BRANDING &
MOTIVATION**

REFERENCE LIST

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

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