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Introduction

I came to the UK in 1989 when I was 14 years old. I joined Whiteheart Lane secondary school. However my results were not satisfactory then and I left the school without decent grades. Not long after finishing my GCSEs, I got married in 1992. Then I had my first born in 1993. Then in 1994 I had my second born. In 1995 I had my third daughter. Instead of getting a job I devoted my time to raising my children. I continue to support them to this day. Due to my support, my daughters were able to attend and graduate from university with good results. Having successfully brought up my children, I have decided to focus on my own studies and career. In 2006, I completed NVQ Level 2 in childcare with the Bromley-by-bow Centre. In addition to this, I also volunteered for 6 months at the Burdett Centre playgroup. I was able to gain a significant amount of experience from my time there. Shortly after I applied for a job with an agency called 'Bretsa' and ended up working as a nursery assistant for 4 years. Due to a change in circumstances, I left my job. 5 years later, I decided to study QCF level 3 diplomas in health and social. Having completed this course, I was given the chance to study in Trinity Saint David university higher education 'skills for workplace'.

The purpose of this paper is to give a concept for professional career development. In order to develop their professional life and to be more effective in the workplace the employees need some employability skills. The recruiters of the desired job look for some readiness skills that a worker must have in order to be selected for the job position. The objective of this paper is to describe the employability skills of a worker, to describe my readiness skills and conduct a SWOT analysis to point out my strengths and weaknesses. Then the objective of this paper is to develop a personal development plan in order to develop my personal and professional skills.

2. What employers want

Employability skills

Whenever a company wants to employ workers, they always mention some certain skills for their potential candidates (Trought, 2011). However, there are some general skills and knowledge that must be present in every candidate who wants to be employed. These general skills

and knowledge are usually referred to as “employability skills” (Moss, 2014). Employability skills can also be referred to as the set of skills and understanding that makes the workers capable and effective at the job place. There are other names of employability skills like soft skills or foundation skills or job readiness skills. Employability skills allow the workers to have the capability to communicate with others effectively, to give solutions to any problems and have the confidence to solve any complex problems. A group of skills that represents a potential candidate’s achievements, accomplishments, depth of knowledge, understanding of certain field of job and personal characteristics is called “Employability skills” (Moss, 2014). When the companies recruit workers they look for these employability skills beside specific skills required for their job position. Workers who utilize their employability skills also know how to make responsible choice in their workplace. They know how to take control over their career by them selves.

According to UK Higher Education Academy (HEA) 2009, there are eight skills that employers look for when they want to employ or hire someone for the company. They are given below:

Honesty and integrity: the employers look for a worker who is honest and has integrity in their nature. A worker who will be faithful and trustworthy is the worker the employers want to hire for their company. In the workplace the employers need to trust the workers with different activities and measures. Honesty and integrity is the sound moral and ethics of workers that makes him a potential candidate for any job (Moss, 2014).

Trustworthy: trustworthy candidates are persistent with their saying and actions. They exert the same ethical view and morality in every place. They don’t pretend to be a good person. They are reliable, responsible and active people who the employers look for while recruiting the workers (Moss, 2014).

Able to listen to others: The capability of conveying the message or information to others effectively is called communication skills. To get a desired job, the candidate must have communication skills (Trought, 2011). Communicating effectively with the colleagues, superiors and juniors is very important. Interpersonal communication skill is defined as skill which enables a person to exchange information and data among two or more people. Interpersonal communication can be achieved through verbal and non verbal ways. (Moss, 2014)

Verbal communication helps to convey the message clearly to the other party whereas non-verbal communication helps to understand the emotions of the both sender and receiver of the message.

Able to present ideas, verbally and in writing: in this generation of Technology, workers must know about exchanging messages through digital media as well as communicating through verbal and non-verbal ways. Communication skills mainly come in four types. These include verbal, non-verbal, written and interpersonal communication. In order to have effective communication in the workplace both verbal and non-verbal communication are equally important. Another type of communication skill is written communication skill. Written communication skills are essential in both applying for and working for a company (Trought, 2011).

Work safely: employers look for workers who can maintain the safety in the workplace. Employers look for responsible employees who are aware of their surroundings at all times. In the workplace there can take place many incidents regarding the work. However, all the accidents can be prevented if the worker is enough sincere while working and have sufficient understanding of his work's concept (Moss, 2014).

Demonstrate good time management: time management is another characteristic that an employer looks for in the potential candidate while hiring them. Workers with time management skills are much more efficient and effective workers in the company than those who lack it. Time management is also a characteristic of a well-organized, systematic person (Moss, 2014).

Plan and manage their time: employers look for workers who are good at planning and time management. A good planner often exerts features of good problem solver, good analyser and a good observer. A workers with better planning skills will be able to reduce the time consumption at workplace and can prove to be very efficient during inconvenient times (Moss, 2014).

Demonstrate attention to detail : employers look for workers who can demonstrate attention to details. Workers who give attention to details are often good observers and analysers. They are able to see the smaller defects or faults in the detailed work. With their observing power they can also help the company to prevent any future risks in their business (Moss, 2014).

3. Self evolution Review: Learning style:

Honey and Mumford (1986)

Peter Honey and Alan Mumford developed a learning style depending on the learning style of Kolb. Here they identified four individual learning styles for the learners through which they can easily learn. These learning styles are presented as Activist, Theorist; Pragmatist and Reflector. Through these four distinctive learning styles learners can maximize their learning power (Pritchard, 2015).

Activist

Activists are the people who learn by doing or experimenting. They obtain their knowledge by conducting works and by gaining practical experiences. They are good at brain storming, problem solving, answering the question etc. (Lefever, 2016).

Theorist

They learn by understanding the theories behind every work. To understand the theories they need models, paradigms, concepts and facts about the work. They often don't have the practical knowledge. They are good at applying models, theories, statistics etc. (Pritchard, 2015).

Pragmatist

They are also called the experimenters. The pragmatist learns by understanding the process of application of the theories in the main practical works. They don't directly do the work. They first explore the field of the work and acquire knowledge and then they do the work in the process of experiments. They are good at problem solving, case studies, discussions, etc. (Lefever, 2016).

Reflector

The reflectors learn by reflecting the previous experiences. They observe and think about the previously happened incidents. Then they find out the conclusion of the work by seeing the incident from different perspectives. They are good at analysis, observation, evaluation and reflection (Pritchard, 2015).

How can I learn from this learning style

Through the activist style I can learn to work practically. I can increase my practical knowledge in the workplace by conducting the work personally. I can increase my theoretical knowledge from the theorist's style of learning. I can obtain more understanding about the theories, facts, concepts of the work that I am doing in my job place. I can increase my problem solving skills by the pragmatist learning style. Lastly, by reflecting my personal experiences I can increase my observation and analysis skills.

Neuro-linguistic programming (VAK)

In the Neuro-linguistic program two ways of expression are mainly given importance. They are first the visual, auditory and kinesthetic process through which the learners can see, hear and feel. The second way is to make the language more dynamic and experimental. This learning process involves a technique of behavior modification process which leads to rapid reformation in the behavior process. These changes have often short term goals. Verbs, movements, actions, processes, etc., set the reality in a more precise, more accurate manner (Pritchard, 2015). NLP has a real arsenal of effective techniques capable of generating rapid changes in behavior of athletes for favorable performance. NLP identifies these ways as visual, auditory, kinesthetic, somatosensory, olfactory, and gustatory to refer to different systems of representation of actions (Lefever, 2016).

How can I learn from this learning style

My visual, auditory, kinesthetic abilities such as listening skills, observing and feeling can increase through this learning style. I can have a rapid adaptability power in my workforce through which I can be more resilient and more adaptive towards my work.

4. Personal Development planning:

SWOT Analysis

The term SWOT is the acronym for strength, weakness, opportunities and threats. Through this model any companies or any people's strength, weakness, opportunities and threats can be understood very clearly. A SWOT analysis of mine to understand my strength is given below:

Strengths

Here my strength is internally measured using this tool. I can evaluate this quality. My strength is intangible, meaning that it can't be seen or touched. This proves my attributes, characteristics, and factors that are proper for me. I have good communication skills. I am friendly, a good listener, reader and writer. My team work skills are up to the mark. I have previous experiences for working in a team. My organizational skills are good. I have the patience and confidence to deal with the deadlines and my decision making skills are satisfactory according to others from my previous job place. I am confident enough to deal with any kind of work pressure.

Weaknesses

The factors that weaken the attributes and power of my capability of competition with other company and products are considered as my weaknesses. Although I have numerous strengths, I also have some weaknesses. I face difficulty when handling digital media. Therefore, I am not very good at sending email or messages through social media. Although I am very capable of working under the command of others, I lack the ability to lead a group. I sometimes get demotivated to do my job. I need some external stimuli in order to get motivated. I am not a very good negotiator.

Opportunities

Favorable situations and factors that can strengthen my competitive advantage of the business or provide the business with new sources of competitive advantage to lead the business at the highest peak of success are considered as my opportunities. Improving my technological understanding will make me good at handling the digital Medias. If my leadership skills are improved then I can be a good leader. A good motivation before beginning any work can reduce my tendency to get demotivated during work. Learning the ways of doing negotiations can increase my negotiation skills.

Threats

More advancement in the technology can be a threat to me as my knowledge in the technological side is weak. If my job role is about leading others, it can be threat to me. Also if a job role which requires negotiation skills can posses threat to me. However, improvement in all these skills can help me to overcome any threats towards me.

5.0 Areas for further development

According to SWOT analysis my greatest weakness is handling digital media. Therefore, I am not very good at sending emails or messages through social media. My leadership skills are weak. I can work effectively under someone else's command or leading. However, in case of leading others there my weakness lies. I sometimes get demotivated for doing any complex job. I need some external stimuli to motivate me again. I am not a very good negotiator. However my opportunities are improving my technological understanding will make me good at handling the digital Medias. If my leadership skills are improved then I can be a good leader. A good motivation before beginning any work can reduce my tendency to get demotivated during working. Learning the ways of doing negotiations can increase my negotiation skills.

Therefore to overcome all my weakness I have work on my leadership skills, negotiation skills, technological skills and being motivated at workplace. To overcome this I can take training sessions, can read books and journals and can watch YouTube Video in order learn from the online lectures.

6. World of employment:

Laws and legislations related to employment

Laws and legislations related to employment are also known as Employment protection legislation (EPL). Under these laws and rules all the initiatives and measures are taken to give the workers a full protection in the workplace. The economists mainly use this term Employment protection legislation (EPL). Under these laws both regulations regarding the hiring and firing from the workplace get involved (Kugler and Pica, 2013).

1. **Employment Rights Act 1996:** This law ensures that all workers get the rights to decent salary, safety and protection in the workplace and reasonable work hours.
2. **Equality Act 2010:** this law ensures that in the workplace like in company or business firm there is no discriminating acts among the genders, ethnicities, cultures and other backgrounds. All the workers will get equal rights to speak their demands and get their rights related to their jobs.

3. **Employment Act 2002:** this law ensures a family friendly working environment in the workplace for the workers. Under this law the fixed term workers will get equal treatment in order to resolve the conflicts in the workplace.
4. **Enterprise and Regulatory Reform Act 2013:** under this law the UK reforms the regulatory ambience encountered by the SMEs and medium sized business firms.
5. **Health & Safety at Work etc Act 1974:** this act encourages the regulations and conditions to increase the enforcement of measures related to health, safety and welfare of the workers in the workplace.
6. **Employment Tribunals Act 1996:** this law establishes the Employment Tribunals and Employment Appeal Tribunal, and sets their jurisdiction.
7. **Public Interest Disclosure Act 1998:** this act gives protection to the workers from any kind of harmful and destructive treatment of the employers in the workplace.
8. **Data Protection Act 1998:** under this act any one who use the personal data will have to use the data lawfully, fairly and transparently.
9. **National Minimum Wage Act 1998:** Under this act, workers will get a minimum wage across the United Kingdom, which from 1 April 2018 was £7.83 per hour for workers aged over 25, £7.38 per hour for workers aged 21 to 24, and £5.90 per hour for workers aged 18 to 20.
10. **Human Rights Act 1998:** this act confirms that everyone in the UK will get a treatment which is fair, equal and with dignity.
11. **Employment Relations Act 2004:** this law revised the legislation regarding the identification of the trade union and initiating industrial measures.
12. **Working Time Regulations 1998:** this act ensures that the workers will get 28 days paid annual leave every year. The working time limit in the company is about 48 hours. In 24 hours the working time limit is eight hours in average.
13. **Parental Leave (EU Directive) Regulations 2013:** this act ensures that every worker will get a parental leave for 13 to 18 weeks in respect of every individual child (Kugler and Pica, 2013).

Discriminations

Any unwelcoming behavior or unfair treatment regarding the gender, cultural background, ethnicity, skin color, language, religions etc. are called discrimination in the workplace. Workers get discriminated in the workplace through different ways. Therefore the UK government initiated Equality act 2010 in order to give protection to the workers against any kind of unfair treatments and behaviors in their workplace. The discrimination in the workplace can be divided into three categories depending on the nature of the workers (Lazear, 2013).

In general

1. Age: in the workplace the worker gets discriminated concerning their age. The workers who are older get discriminated more. Whereas the young and more physically capable workers and therefore are more favorable to the employers.
2. Disability: Disabled workers often do not get the job. If they get the job then they are taunted and get unfair treatment regarding their disability.
3. Gender reassignment: in this male dominant world, women often get discriminated in the workplace due to their gender.
4. Marriage and civil partnership: the workers get discriminated in the workplace due to their nature of marriage and civil partnership.
5. Pregnancy and maternity: many female workers do not get leave during their pregnancy. In addition, many workers do not get the maternity and paternity leave.
6. Race: discrimination in the workplace happens due to diversity in race.
7. Religion and belief: many workers get discriminated and get mal treatment in the workplace due to their religion and beliefs.
8. Sexual orientation: In the workplace the workers encounter unfair behavior and harassment due to their sexual orientation (Lazear, 2013).

In term of potential employees

Regarding the potential employees many unlawful discrimination happens. They are given below:

1. Unlawful to discriminate in recruitment arrangements: when potential candidates are chosen for recruitment many unlawful discriminating acts take place by the employers in the hiring arrangements.
2. Advertising: when a company wants to hire workers they put some discriminating advertising regarding their recruitment process which reduces the opportunities of the potential candidates in getting the job.
3. Interviewing: the interview board sometime show discrimination towards the potential applicants for the job regarding their gender, sexual orientation, race, religion, skin colour etc.
4. Terms and conditions offered: the term and condition offered to the potential applicant shows discrimination.
5. Adoption of selection criteria and methods: the employers exert a discriminating behaviour while they are adopting a selection criteria and methods for the workers in their company (Lazear, 2013).

In term of present employees

The present workers in the company encounter different discrimination by the employers. They often encounter unlawful acts regarding the promotions, transfer and training sessions (Lazear, 2013).

Recruitment and selection

A recruiter in the job place should have some characters which will make him fair, effective and efficient. The features are given below:

Resilience

A recruiter must be resilient so that he can bounce back from the disappointing several weeks of hard working. He should be resilient so that he do not get frustrated easily and show some discriminating attitudes towards the potential candidates (Armstrong, 2011).

Honesty and Integrity

The recruited should be honest and have integrity in their nature. They should not be pushy or should not do harsh behavior with the candidates in order to take information from them and give them knowledge about the job (Armstrong, 2011).

Adaptability

The recruited should be flexible in nature. Some candidates become nervous while their interview period. The recruiter should be adaptable to different style of communication and have un-rigid thinking process in order to conduct a discrimination free recruiting process (Armstrong, 2011).

Listening Skills

The recruited should have a great listening skill in order to catch what their potential candidates want to say about them selves (Armstrong, 2011).

Communication Skills

While selecting and recruiting a candidate, the recruiter must be a good communicator. They need to have good communication skills in order fetch the capabilities of the candidates (Armstrong, 2011).

Professionally Persistent

A recruited should be professionally persistent. They need to choose the candidates who have the capability and better skills rather than doing some favors to the unworthy applicants (Armstrong, 2011).

7. Personal Development plan:

What do I want/need to learn?	Short-Term Time Frame six months	Mid-Term Time Frame two years	Long-Term Time Frame ten years
Section 1 - My Goals	I want to get a job in the business sector.	Long-Term Time Frame What do I want to accomplish in the next two to three years? I want to get promotion and want to shift in the IT section by doing another course in IT section.	I want to be an IT specialist of any leading company
Section 2 - Skills and Knowledge to be Learned	I need to improve my leadership skills and technological skills.	I need to get admit into any course of IT section in order to increase my qualification level in the IT section	I need to do bachelors in IT.
Section 3 - Next Steps	Get more understanding about leadership skills and technological skills	Get admitted in to College for diploma in IT.	Get admitted into University for bachelors in IT.
Section 4 - Resources	by receiving training from the company I'm employed at.		

		Free time and some funding from outside source.	Free time and some funding from outside source.
Section 5: Time schedule	10 august 2018 to 10 January 2019	10 January 2019 to 10 January 2022	10 January 2022 to 10 January 2032

8. Conclusion and Recommendations

Conclusion

In this paper the main topic is about personal development plan. In the first section of this paper, understanding of the skills and knowledge those have contribution for working effectively for employment is described. In this section all skills including Commercial awareness, Communication skills, Teamwork skills, Negotiation and persuasion skills, Problem solving ability, Leadership ability, Organizational skills, Perseverance and motivation, the ability to work under pressure have been described. These are employability skills that every company wants in their candidates. In the second section my readiness skills and knowledge are described. In this section my qualification level, my communication skills, my problem solving skills, my decision making skills, my influencing skills are explained. The third section is about understanding about my personal skills. Here SWOT analysis, Johari Window, Force field analysis and PEST factors have been used to know more about my personal strengths. In the fourth section area of further developments of mine are described. The fifth section is about establishing my employment goals. In the last section a personal development plan of mine has been mentioned.

Recommendation

My weaknesses are I face difficulty in handling digital Medias. Therefore, I am not very good at sending emails or messages through social media. My leadership skills are weak. I can work effectively under someone's command or leading. However, incase of leading others there my weakness lies. I sometimes get demotivated for doing any complex job. I need some external stimuli to motivate me again. I am not a very good negotiator. However my opportunities are improving my technological understanding will make me good at handling the digital Medias. If my leadership skills are improved then I can be a good leader. A good motivation before beginning any work can reduce my tendency to get demotivated during working. Learning the ways of doing negotiations can increase my negotiation skills.

I have potentialities for for becoming good leader, Potentials for becoming manager and Potentials for becoming a good handler of technological side. However my weakness lies for being not good with handling the technological side, Becoming demotivated to do work sometimes, not very good at sending emails and messages through the social media.

I have Good communication skills, Good educational background, Good commercial awareness, satisfactory problem solving skills and decision making skills, good at stress handling, friendly attitude, and patient at workplace. However, according to the requirements of Sainsbury, the potential candidate must have good negotiation skills, good leadership skills and good understanding in Technological side.

Therefore to overcome all my weakness I have work on my leadership skills, negotiation skills, technological skills and being motivated at workplace. To overcome this I can take training sessions, can read books and journals and can watch YouTube Video in order learn from the online lectures.

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Appendix

1.0 Understanding of the skills and knowledge which contribute toward working effectively for employment

When any company wants to employ or hire workers, they always mention some certain skills for their potential candidates (Trought, 2011). However, there are some general skills and knowledge that must be present in every candidate who wants to be employed. These general skills and knowledge are usually referred to as “employability skills” (Moss, 2014).

Commercial Awareness

The term commercially aware or commercial awareness is referred to as any candidate’s general understanding about marketing and experiences regarding marketing. Commercial awareness is needed to know about the knowledge and understanding of the candidate about the particular industry that he wants to join right now (Moss, 2014). It is one of the key competencies of any workers in any job sector. Commercial awareness can be defined as understanding of how marketing is done, what are the demands of the customers’ and what problems can arise in business while operating it. In other words, commercial awareness is the perception of the workers about the things that are needed to make the business successful in the market and gain the maximum

profit (Trought, 2011). Companies want commercial awareness in their candidates because the worker with earlier understanding of the marketing and particular field of company will be able to give faster and effective effort. On the other hand, the candidates who do not have any knowledge in marketing will not be able to give any effective outcome readily. They will need training and learning sessions to prepare them up. Commercial understanding improves the performance level of the workers. As they already know about their workplace and their role in that industry, commercial awareness helps them to take better and efficient decisions in their workplace. The workers with good commercial awareness are also better risk managers. They possess better problem solving skills (Moss, 2014).

Communication skills

The capability of conveying the message or information to others effectively and efficaciously is called communication skills. To get a desired job, the candidate must have a communication skill (Trought, 2011). Communicating effectively with the colleagues, superiors and juniors is very important. Moreover, in this generation of Technology, workers must know about the exchanging messages through digital media as well as communicating through verbal and non verbal way. Communication skills can be mainly four types, verbal, non verbal, written and interpersonal communication. Interpersonal communication skill is defined as skill which enables a person to exchange information and data among two or more people. Interpersonal communication can be done through verbal and non verbal way (Moss, 2014). Verbal communication is oral communication. When two or more persons exchange information through speaking to each other directly or through a media is called verbal communication. Non verbal communication is the opposite of verbal communication. When the sender and receiver of the message communicate with each other through facial expressions or body language is called non verbal communication. To make a communication effective in the workplace both verbal and non verbal communication both are equally important. Verbal communication helps to convey the message clearly to the other party where as non verbal communication helps to understand the emotions of the both sender and receiver of the message. Another type of communication skill is written communication skill. In case of working in a company or for applying for a job in a company written communication is very essential (Trought, 2011). In case of communication in a business written communication skill is the most important skills. Written communication is two types, formal and informal. Formal written communication includes

official letters, business letters, Notice, Circular, Leaflets, Press reports, Reports to head of the department, journals etc. Informal written communication includes personal messages, personal essays. In the era of advanced technology most of the written communication is done through email and social media. Therefore, to work effectively towards the employability the workers must have skills for sending email, handling the online communication and sending messages through social media.

Team work skills

Team work refers to works that are done combining each team members understanding to achieve a certain goal. To work in a company or job sector team work skills is essential. During recruit any candidate the employees look for good team work skills in a potential candidate. There is a saying the outcome of ten people's work is more effective than the work of one person (Moss, 2014). Therefore during working in a very large place like industry or company, team work is essentially needed to accomplish the goal of the company. To have good team work skill, one has to have good communication skill, patience, good manner, need to have understanding to respect others opinion and has to have good problem solving and decision making skills (Holmes, 2013).

Negotiation skills

Negotiation skills are very important for doing business. In today's word, the market has become very competitive and hyper connected (Holmes, 2013). Therefore, to earn success in this market and increase the value of the business among the other competitors, effective negotiation is very important. Therefore, before hiring any candidate, employers look for a good negotiator for their company. The benefit of good negotiation skills is not just confined into boardroom or company or the time of signing a contract (Moss, 2014). The benefit of negotiation is beyond that. Negotiation skills benefit everyone like clients and employees of the company. A good negotiation skill creates a win win situation for everyone. A worker with good negotiation skills will make the company happy as well he will make their customers happy through an effective negotiation. However, a dealing where both parties of negotiation table are happy is difficult to find. However, dealing that does less harm to both parties can make both sides happy for sure. Negotiation skills also build confidence and respect. When the workers in managing position

have good negotiation skill, the workers under them will respect them automatically. Good negotiation skills help the managers to manage situations smoothly and soundly (Holmes, 2013).

Influencing skills

When a company wants to hire new workers one of the many things they look for is influencing skills. In marketing influencing skills have their different importance (Holmes, 2013). When a salesman tries selling things in the market their success depends on their influencing power. When managers manages workers under them selves, to make them work effectively, managers need to have great influence on them (Morgan, 2015). These influencing skills can be seen in different ways. In example in case of customers service section the workers can be more influencing by establishing a good communication with the customers. They can influence the customers through their presentation of the products. Similarly, workers in advertising section can make creative and emotional contents that will influence the customers buying perception (Marsh, 2012).

Problem solving skills

Skills for solving problem are called universal skills. There is no company or job position that doesn't require problem solving skills. Every job position requires solve any kind problem. Problem solving skills may seem very simple at the first glance. However, there are many people who are not very good at problem solving (Morgan, 2015). To acquire a good problem solving skill one has to have strong observational skills. He will have to possess lateral thinking capability and high analytical skills. During solving any problem there may be many solutions present before one. However, to set the appropriate solution to the problem he has to show persistence. Figuring a proper solution is never easy (Marsh, 2012). Therefore creativity is them skill choice. Creative and innovative ideas and concepts will help the problem solver to create a win win situation for everyone. Then incase of implementing the solution in the business leadership and teamwork skills are needed. Then the problem solver has to have confidence enough and have influencing power to influence the workers who are against the new plan or change to the company. Here to influence those good communication skills and negotiation skills will be needed. Thus, by acquiring all of the skills one can be a good problem solver (Holmes, 2013).

2.0 Readiness of skills and knowledge for employment of mine

I have applied for a job at Sainsbury as Customer Service Assistant. I believe I have been able to meet the criteria for the proposed job. How I have met the criteria of the jobs is explained as follows:

2.1 Education and qualification

In the job circular Sainsbury wanted a candidate who has GCSE and NVQ level 2 qualifications for applying the job as a customer service assistant. I have completed both the degrees GCSE and NVQ level 2 in the past two years. Therefore as a employability skills I have met Sainsbury requirement for qualifications.

2.2 Skills and Experience

Sainsbury has mentioned in their ad that the candidate must have past experience in this job related field. In the previous summer I have worked in Tesco as customer service assistant for four months. As Sainsbury's requirement I have past experience in the job related field.

2.3 Knowledge of product

As a skill of commercial awareness Sainsbury wanted a candidate who has previous knowledge about their business and products. As I have worked earlier in Tesco I have understanding about the functions of retailing industries. Moreover, I have also gathered knowledge about products of Sainsbury beside Tesco by handling Tesco's products and learning from the Sainsbury's website. To have practical knowledge I have also visited my local store of Sainsbury. I have seen their customers directly. Therefore I am confident enough that I will be able to handle Sainsbury's products and their customers.

2.4 Teamwork

During my course of has GCSE and NVQ level 2 I had take participation in many modules where I had to work in team. Moreover in my past workplace Tesco, I have worked in team for four months. I also worked as worker in a care house in 2015. There I had my own team and we worked together. I am confident enough that my previous work place experiences and academic qualifications will allow me to perform better in team work.

2.5 Problem-solving and decision making

During my course works I had to solve many problems as a part of my academic session. Moreover in past workplaces in Tesco and care house I have solved many problems and gave many decisions. To improve my problem solving skills I have also read many books and watched YouTube videos. The past experience and attempt of developing the skills have gave me a confidence that I can fulfill the requirement of Sainsbury's.

2.6 Communication skills

I am a very friendly person. I have a good command over English language. My reading and writing skills are up to mark. During any conversation I try to be good listener and try to understand everything the person in front of me is saying. During my course I had to write many report and reflective essays and had to take part in many presentations. These presentations have helped me to improve my presentation skills and verbal communication. I don't react too much and try to show respect on others opinion. Sainsbury wanted a candidate with good communication skills who will be able to interact with their customers and will be able to solve their problems. During working in Tesco I also have responsibility to handle the customers. There I had to interact with many people of different backgrounds. I had to listen to their requirements, queries and complaints. Then I had to give them a satisfactory answer. This procedure has improved my communication skills in so many ways. Therefore I believe that I can fulfill the Sainsbury's job requirements.

2.7 Influencing skills

In my past workplace at Tesco I had the responsibility to handle the customer service area as a customer service assistant. I had to hear the customers and present Tesco's new products in a very influencing ways. I had to present the new offers to the customers in a very attractive way which would manipulate them to buy the product. I think in Sainsbury, to fulfill the aim of the company for increasing the sales I can influence the customers through attractive presentations and influencing conversations.

3.0 An understanding of my personal strengths

3.2 Johari window

Johari Window is a model for increasing self awareness. In 1955, Joseph Luft and Harrington Ingham created this model and named it after their first name Joe and Harry. This model is popularly known for using in increasing self awareness and personal development. Johari Window is a remarkable model for contrasting self concept with concept of others. It can help one person to develop own self by guiding as map.

My Johari Window model for self awareness

	Known to self	Unknown to self
Known to others	• Good at communication, • Good at decision making • Good at problem solving • Have strong background of team work. • Have a good educational background	• Good listener. • Have enough patience. • Good listener. • Good at handling stress. • Good problem solver. • Confident enough. • Not very good at leading others.

Unknown to others	• Not good with handling the technological side. • Becoming demotivated to do work sometimes. • Not very good at sending emails and messages through the social media.	• Potentials for becoming good leader. • Potentials for becoming manager. • Potentials for becoming a good handler of technological side.
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3.3 Force Field Analysis

Kurt Lewin introduces the model Force field analysis first in 1940. Through this model the force that works for the accomplishment and forces that are against the accomplishments can be identified. This model helps to take decision which areas of business or own self need improvements. Force field analysis of mine is given below:

Summary of skills and competencies I possess • Good communication skills. • Good educational background. I have done GCSE and NVQ level 2. • Good commercial awareness. • Satisfactory problem solving skills and decision making skills. • Good at stress handling. • Friendly attitude. • Patient at workplace.	⇒	Equilibrium	⇐	Requirements of organisation / job • Qualification level: GCSE and NVQ level 2 • Good commercial awareness. • Good communication skills. • Good command over technological side. • Good at giving service to the customer. • Basic knowledge of computer. • Good at team work. • Have experience in the customer service area.

3.4 PEST factor

The term PEST is the acronym for Political, economical, social and Technological factor.

Political factor:

Recent Brexit event has caused fluctuation in many companies state. As UK is now operating their business apart from EU, therefore many businesses have changed their marketing strategies and trying to operate their business in the nations outside the EU. Due to Brexit the law for employability has been also changed which can affect my career in Sainsbury.

Economical Factor

Due to Brexit event, many leading companies of UK have been facing issues with their economical state. Therefore they have changes their recruiting procedure and salary level. Due to economical fluctuations in UK, getting a desired salary in my desired job can be hampered.

Social factor

As a customer service assistant, I will have to give services to people from different back ground. The customers will be from different nations and will be from different language back ground. To deal with them I need good command over English language and need to have good communication skills.

Technological factor

Technology over the world is advancing day by day. People all over the world are embracing technology like never before. To deal with them a good command over technology is needed. Therefore, I will need to develop my technological side.

4.0 Areas for further development

According to Johari Window I have potentialities for becoming good leader, Potentials for becoming manager and Potentials for becoming a good handler of technological side. However my weakness lies for being not good with handling the technological side, Becoming demotivated to do work sometimes, not very good at sending emails and messages through the social media.

According to Force Field analysis I have Good communication skills, Good educational background, I have done GCSE and NVQ level 2, Good commercial awareness, satisfactory problem solving skills and decision making skills, good at stress handling, friendly attitude, and patient at workplace. However, according to the requirements of Sainsbury, the potential candidate must have good negotiation skills, good leadership skills and good understanding in Technological side.

Therefore to overcome all my weakness I have to work on my leadership skills, negotiation skills, technological skills and being motivated at workplace. To overcome this I can take training sessions, can read books and journals and can watch YouTube Video in order learn from the online lectures.

6.0 Developing my personal action plan/development plan

What is a Personal Development Plan (PDP)?

It is the process of determining aims and objective for further achievement in professional life, assessment of present state and identification of skills, understanding and competency level (Marsh, 2011).

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