

1.0 Personal Skills S.W.O.T Analysis

1.1 SWOT table

<i>Strengths</i>	<i>Weaknesses</i>	<i>Opportunities</i>	<i>Threats</i>
My background in retail and sales at other organisations, as well as my internship at a cyber security company as an assistant, will help me adapt to a new environment.	I have trouble prioritising tasks in a constraint time. Since marketers frequently work on projects with tight deadlines, time management skills are essential.	I'll be able to effectively finish the activities and jobs that are assigned to me if I use a diary or some sort of Gantt chart to better manage my time and feel more sure about what is expected of me.	My ability to finish tasks on my to-do list on time will suffer if I don't write them down in a journal. In a marketing setting, I might be given multiple assignments to complete simultaneously.
Speaking clearly will facilitate communication with my marketing team and help me network effectively.	It's challenging for me to assign assignments to team members because I'm not used to working in close teams.	My capacity to communicate ideas in a way that everyone can comprehend will increase if I work in teams more frequently, as we did with our PDP presentation.	Teamwork abilities will be impacted if members cannot effectively organise their work around one another.
By juggling my social life and academic obligations, I am able to manage my work and consistently fulfil deadlines.	Ability to use mathematical capabilities I find gathering data challenging, but since marketers must provide graphs and other charts, this is an important area i need to get better.	Use various online or canvas learning resources to revise certain information and apply it to my work more regularly.	When presenting marketing data, it's critical to be creative as I haven't found a strategy that works for me to complete assignments.

1.2 Analyzing my strengths

Having already worked in a variety of industries would aid me in choosing the professional path for which I am most qualified. Working in various settings and addressing problems in a variety of unusual situations has given me a variety of skill sets. This has altered the way I view work and given me valuable life skills that will definitely make selecting the perfect career easier. "You get a diverse skill set from a variety of job experiences, which can make you valuable to an employer (Strain, 2017)". This quotation supports my claim that having worked in a variety of professions has given me valuable experience, which will make me more adaptable when I eventually work in a marketing office.

Because I can interact with people and modify my language so that everyone can understand what I'm saying, being articulate helps me communicate effectively with a variety of people as refer "poor communication means that he has limited potential and utilisation within his organisation (Stapledon,2015)" This implies that if you are unable to adequately explain your knowledge, intelligence alone will not guarantee success. Hence, my goal is to become a marketing manager, so I need to be able to come up with ideas fast and share them with my team when needed.

One thing I consistently accomplish is meeting deadlines for assignments and other obligations. It's critical to strike the correct balance between my social and the professional lives. One method I assist myself in achieve this is by creating a daily goals that let me know what I need to get done each day and ensure they are do able each time.

One way to illustrate what it takes to have a balanced life it that to include friends, family, health and the profession which what (Thewave,2015) emphasis can be seen in Figure 1.



Figure 1

1.3 Analyzing my weaknesses

If I want to reach my full potential, one area I need to work on is time management. Having good time management skills will help you with organisation and other things."Never give your schedule to someone else (Gerstner, 2017)" The significance of effectively managing your time and seizing the chance to take charge of it is emphasised by this phrase.

My goal to become a successful marketing manager is to enhance my numerical skills and collaborate with others in teams. It will be helpful for me to develop this because I don't have much experience working in small teams and presenting material, and I will definitely need it in my professional career. Since marketers routinely analyse data, I should be utilising numerical data more of the time. However, because I have a limited attention span, I need to get better at understanding and applying this kind of knowledge.

2.0 Personal Development Program

2.1 Objectives table

<i>My Objectives</i>	<i>Priority</i>	<i>What will I need to do?</i>	<i>Support or resources required</i>
Aptitude for organisation	1	Plan my work so that I am ready and don't wait until the last minute.	Can be accomplished by making a journal, making use of sticky notes, making gantt charts, or performing a critical path analysis
Communication abilities	2	Attend more social & group events so that everyone can adjust to one another's learning styles. Would help me communicate effectively with confidence.	Everything is necessary. Is practicing communication to convey knowledge in a way that is easy for others to comprehend, as well as myself.
Speaking in front of huge crowds	3	Participating in group presentations, speaking up more during lectures.	Jotting down notes in a notebook or laptop to help me prepare my speech.

2.2 Evaluation of goals & objectives

The table above illustrates how I have identified three crucial areas that require improvement while keeping in mind my long-term objectives. To reach my long-term goal, I must be organised with my assignments and tasks. Using a diary or gantt charts will help me organise my chores and ensure that they are completed.

"For every minute spent organising, an hour is earned (Franklin, 2016)" which highlighting the significance of time and its critical role in maintaining organisation.

"To succeed in the management field, one needs to be proficient in communication. It's critical to use creativity in both your product or service marketing and your interpersonal communication. Being an effective communicator is one of the essential abilities needed, according to the marketing job requirements (Target Jobs, 2017)"

Hence, in order to function well in teams, I need to get better at presenting and communicating information to a marketing team requires careful consideration of how it is conveyed as being able to present marketing material with assurance is a must for anyone hoping to become a marketing manager.

2.3 The Smart Table (S.M.A.R.T)

<i>Specific</i>	<i>Measurable</i>	<i>Achievable</i>	<i>Realistic</i>	<i>Time-bound</i>
To at least receive a 3.1 GPA in my professional communication degree	By turning in assignments on time and consistently earning excellent ratings for each subject	Its achievable if I stay ahead in terms of assignment work and use gantcharts to plan and schedule different projects.	I If I set my mind to achieving this goal, it is feasible.	Due to my accelerated course, I can complete it in next year if I stay on track.
To work as a marketing manager when i am 36 years old.	I have the opportunity to acquire vital communication skills that I can apply in actual marketing situations by attending marketing seminars and workshops at my university.	My family members are in the marketing industry, so I can learn a lot from them and get experience through volunteer work or internships.	After receiving my degree and gaining the necessary professional experience, I will have a profound understanding of the field.	My degree is due when I'm 31, so I have five years to accumulate enough experience.
Boost my self-assurance when giving presentations or speaking in front of an audience.	All during my course, I will give a lot of presentations, and my grades will reflect this. I can also take advantage of the public speaking workshops offered by the students union.	It's crucial to plan ahead and get ready for presentations, and I have many of chances to get experience in this area while I pursue my degree.	Since it's something I need to work on myself on a psychological level, this may be considered my easiest aim.	This can be accomplished in the near future because I have presentations throughout the semester.

5.0 Recommendations

By examining myself, I've been able to identify my main advantages and disadvantages. One of the skills I need to work on improving is time management if I want to get the GPA degree I want. Making a plan of chores to be completed rather than keeping it in my thoughts can improve this. It is challenging to decide what to start first and when to finish it when there is no framework. In order to become more organised and, eventually, more proficient at time management, I intend to start a diary.

Because i want to work in this preferred profession even though coming from a communications background , but first I need to spend time studying about the various facets of company, such marketing and accounting. When I begin my marketing profession, having completed my course with at least a 3.1 GPA will help me since it would demonstrate that I have learned and comprehended the fundamentals of business. For marketers who aspire to management, a plethora of courses and presentations are accessible; therefore, my intention is to investigate this and make use of the resources at my university.

In order to accomplish my final SMART goal, which is to increase my self-confidence in public speaking, I plan to become involved in social groups and assign myself presentations that will train me to become more comfortable and confident in my public speaking. This kind of goal's time frame may vary, but I'll start to get better by participating more in class group projects and offering to lead the team when necessary.

6.0 Conclusion

To sum up, I must first accomplish my aims and short-term goals in addition to strengthening my areas of weakness if I hope to realise my long-term ambitions. By outlining the areas where I can develop my abilities, you have provided me with guidance on how to reach my goals of earning a degree that will eventually help me become a successful marketing manager and speaking to people with confidence and clarity.

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