

Module Assessment Brief

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Task 1 — Compare Job Adverts

I have compared and contrasted four advertisements for café/Barista Leadership roles in the UK, to identify the specific key skills/knowledge needed to perform a Barista Management role.

The first advertisement was for a Barista Team Manager at the University of Salford, and highlighted excellent Customer Service/Customer Communication Skills, being able to lead/manage a Front-of-House Team, create/organise shifts, deliver/ensure a smooth service, and a commitment to Quality/Hygiene Standards.

[Jobs.ac.uk](https://www.jobs.ac.uk)

The second advertisement for a Café Manager at Holly & Co in Twickenham emphasized that a successful candidate would possess a warm/communicative personality, previous Hospitality Experience, and a proactive approach to work. The employer further stated that the ideal candidate would be an "excellent communicator" with the ability to interact with individuals at all levels; work effectively in a team; be very well organized, and have a great deal of energy.

[Need a Barista](#)

The third advertisement from Indeed listed a Venue Manager / Barista Manager position in London, and the employer was seeking a candidate who could remain calm under

pressure, be team orientated, and able to simultaneously manage staff and serve customers themselves. The employer also placed a significant emphasis on the candidates' barista experience and their ability to provide and maintain high standards whilst leading a small team.

[Indeed](#)

The fourth advertisement from Indeed was for a Coffee Shop Manager position at Hagen Espresso Bar in London, and the employer emphasized that a successful candidate would require to Lead/Sponsor/Manage a team; Deliver/Maintain Service Excellence; Manage Stock/Daily Operations in a fast paced environment.

[Indeed](#)

All advertisements emphasized similar key required skills, including Excellent Communication; Leadership/Team Management; Ability to Work Under Pressure; Hands-On Barista Competence; and Strong Customer Service Focus. The repetition of these similar required skills across all advertisements clearly indicates that Employers consistently place a value on both Practical Coffee-Making Experience and People-Management Skills.

Task 2: Self-Assessment and Evidence of Readiness

The purpose of Task 2 is to assess how prepared I am for employment and to make career advancement, and to do so, I completed a SWOT Analysis that focused upon my present abilities, experiences, and what areas need improvement as a Barista moving towards a Management Position.

Strengths	One of the greatest advantages I possess is being able to remain calm under pressure. As a Barista, I regularly deal with crowded rush periods, demanding customer expectations, and unforeseen problems; however, I consistently provide quality service. This has given me the ability to be resilient and to think critically in difficult situations.
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	In addition, I have developed excellent communication skills as a result of communicating effectively with customers in order to meet their needs and with my coworkers to help build a cohesive team. Communication has been especially important when explaining jobs to employees, resolving customer complaints, or coordinating during hectic hours. Another advantage I have is the "hands-on" experience I have had as a Barista. I feel comfortable preparing coffee, maintaining equipment, managing stock levels, and upholding cleanliness and sanitation standards. I lead by example through providing active support to my team on the floor and through assisting other coworkers when they need assistance.
Weaknesses	One area for improvement is the formal education I have received regarding management, including scheduling, budgeting, and employee evaluations. Although I have informal experience with leading, I believe it would be beneficial to obtain formal management education and/or training. Another area for improvement is increasing my confidence in making decisions in complex situations, such as resolving conflicts among employees.
Opportunities	There are numerous opportunities for career growth within the hospitality field.

	Many companies prefer to promote internally and, based on my experience, I believe I can easily transition into a supervisory role. In addition, taking additional courses in leadership and business management would add to my employable skills.
Threats	A major threat is the number of job applicants available in today's competitive job market. To counteract this, developing my skills continuously and obtaining formal education and certification in management would be essential.
Evidence of Readiness	Taking Academic Courses in Business Skills for the Workplace has enhanced my knowledge of teamwork, communication, and professional development. The fact that I have gained real-world experience as a Barista provides tangible proof of my employability, including my reliability, customer service skills, and ability to perform under pressure. Feedback from both my coworkers and supervisor(s) has also provided me with positive reinforcement and validation of my readiness to advance into a Barista Manager role.

Task 3: Employment Goals and Personal Development Plan

Employment Goals

Given the weakness of the results I have achieved through my SWOT analysis, I am currently focused on obtaining a Barista Manager or supervisor job as a barista manager/supervisor job will give me an opportunity to formally be in a leadership position, build my ability to make decisions, and develop confidence in leading a group of employees in the short term (within 1 year).

In terms of longer term employment goals, I would like to advance into a Café Manager or Operations Manager position. My long term career aspirations include being responsible for employee management, the customer experience and overall business performance in the hospitality industry.

I believe that these employment goals are important to me as they provide a sense of direction, motivation and opportunity to grow professionally. The advancement into management positions will enable me to utilize both my experience and knowledge gained from my academic studies.

Personal Development Plan

To address my developmental areas, I have developed an individualized Personal Development Plan as follows.

Action 1: Take a 6-month online course or complete an introductory college course in Leadership/Hospitality Management.

Resources Required: College/University Resources, Learning Platforms, Mentoring by Supervisors/Managers.

Measurements of Success: The completion of the course(s) and how I apply my new knowledge in my job duties.

Action 2: Develop staff scheduling and shift planning experience (3-6 months).

Resources Required: Assistance from current supervisor; Rota Management Tools.

Measurements of Success: Demonstrated ability to independently create and manage staff schedules and cover shifts when needed.

Action 3: Over the next 12 months develop Conflict Resolution and Decision Making Skills.

Resources Required: Reflective Practice, Feedback from Colleagues/Supervisors, Leadership Workshops.

Measurements of Success: Positive feedback from colleagues/team members/supervisors regarding improved conflict resolution and decision making.

Action 4: Ask for regular feedback from both supervisors and colleagues.

Timeline: On-going.

Measurements of Success: Documented feedback and observable improvement.

Through this Personal Development Plan, I will be able to improve upon my management abilities and enhance my employability to achieve long-term career growth opportunities in the Hospitality Industry.