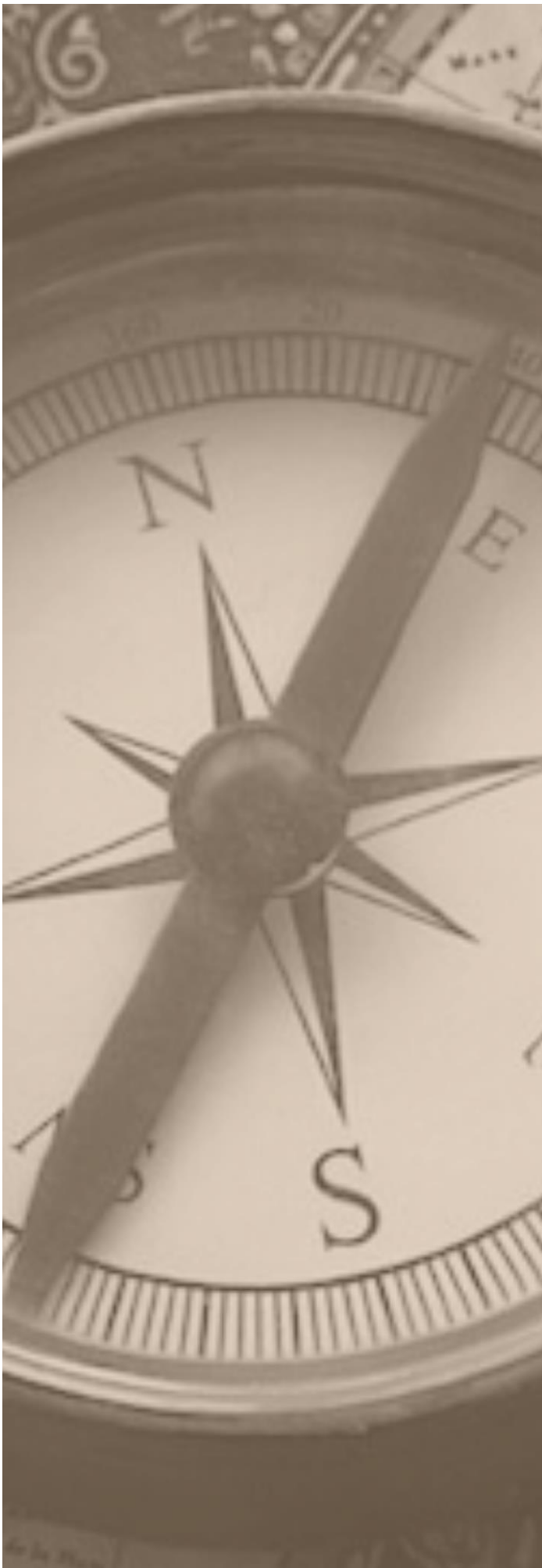




**PROFESSIONAL  
DEVELOPMENT  
PLAN**

*Workbook*



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# INTRODUCTION

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Future Marketing/Business Professional,

Over the course of this semester you've explored several aspects of marketing and marketing careers, while also developing skills and discovering more about yourself. In this workbook, you will put together the previous weeks (perhaps semesters) of work into a Professional Development Plan (PDP).

A PDP serves as a roadmap which contains the skills, strategies, and education you need to advance yourself in your career and life and achieve your goals. Career Coach, Melanie Denny states that “Developing a professional development plan is key to setting yourself up for success...Its purpose is for you to gain career clarity, identify your career goals, and devise a strategy to reach those goals.”

Most companies and top professionals have leveraged PDPs at some point in their career, if not annually. Some of the highest achievers in history, like Elon Musk, Benjamin Franklin, and every Olympic athlete – all focus/ed on their professional development through discipline, education, and planning. After all, you've heard it before ... you are 42% more likely to achieve your goals if you write them down.

This workbook is organized into the following sections:

1. Discover You
2. Career Interests + Skills
3. SWOT Analysis
4. Fill the Gaps, Strengthen Strengths
5. Make It Happen: Set Goals

Let this be your guide as you reflect and pull things together from the semester. Here's to you and your future endeavors...

Best,

Professor B.

# 1. DISCOVER YOU

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Based on the assessments you took during Week 2, and in other courses, fill in the areas below about yourself.

**Values:**

**Interests:**

**Personality:**

**Strengths:**

**As a child, I was interested in:**

**Project/Work/Award I'm most proud of:**

## 2. CAREER INTERESTS + SKILLS

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During Weeks 3 & 4 of MKT 180, you explored various job titles of interest on LinkedIn and observed the required skills and experience each company was looking for in those roles. Re-visit your blog reflections and summarize/list the jobs of interest and the skills needed for each role.

If you discovered other potential job titles of interest since you wrote your reflection, feel free to include those titles/skills below.

### SKILLS NEEDED FOR CAREERS/JOBS

Job Title	Skills/Experience Required	Current Skill Level (1-5)

**PROOF OF SKILLS** What artifacts (“digital proof”) do you currently have of your skills and accomplishments? Examples of artifacts include resume, reflective writings, informational interviews, transcripts, certifications, projects, photos of internships/study abroad, etc., video presentations. Make a list below.

### 3. SWOT ANALYSIS

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If you haven't already learned about a business SWOT analysis, you will during your business/marketing studies. A SWOT analysis is typically used to analyze a business' current environment, both internally (strengths and weaknesses) and externally (opportunities and threats). However, for the purposes of this workbook, you get to apply the concept to yourself and future/career!

Fill in the boxes below. *Strengths* could include the skills or experience you already have demonstrated, which align to the job descriptions/requirements mentioned in question #2. *Weaknesses* could be the "gap" areas for skills you have yet to develop or work experience needed. It could also be habits you want to improve. *Opportunities* are the actions you could take to move you closer to your goals. *Threats* could include the job outlook for certain career/role/industry (due to automation, etc.) or a weakness keeping you from promotion.

**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**



**THREATS**

## 4. FILL THE GAPS, STRENGTHEN STRENGTHS

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*“...successful people are good at matching goals with their own skill sets.” - Harvard Business School*

Based on your skills research and the SWOT analysis, **brainstorm specific ways** you might fill the ‘gaps’ based on the areas of weakness or inexperience: (Examples: take Project Management class, practice pomodoro technique, create social media ad for Sunflower House, interview Marketing Director at JCCC)

Needed Skill / Weakness	Ideas for Development

Circle the top 3-5 you would like to focus on first.

## 5. MAKE IT HAPPEN: SET GOALS

*“Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success.” - Pablo Picasso*

Career Goal(s):

Skill Focus	Credential, Class, Mentor	Resources Needed	Time Commitment	Evidence of Skill	Goal Date

**Daily/Weekly:** (It is wise to add tasks/habits to your calendar as a daily/weekly reminder too!)

*“Action is the foundational key to all success.”*

Action Item	Frequency	Day or Time

**Additional Notes:**

Learn more about Goal Setting (video): <https://youtu.be/i0QfCZjASX8>  
 Benjamin Franklin’s 13 Virtues (daily checklist): <http://www.thirteenvirtues.com/>