

Developing Strategies for Personal and Professional Growth

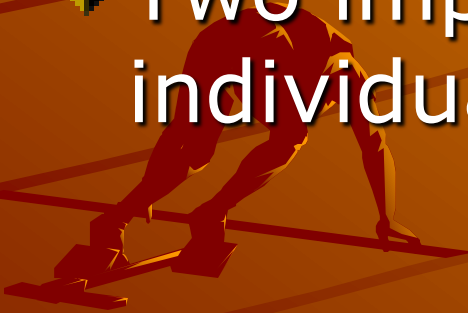
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Strategy and Professional Growth

- ◆ What is a strategy?
- ◆ What is personal and professional growth?
- ◆ Two important questions that every individual should ask.



Professional Growth Key Areas

- ◆ Some areas that have a significant impact on Personal and Professional Growth
 - Self perceptions
 - Organizational Leadership
 - Support Systems
 - Motivation



Self Perception

- ◆ Net worth
- ◆ Goals
- ◆ Beliefs and Norms




Organizational Leadership

- ✦ Training and Development
- ✦ Mentorships
- ✦ Performance Evaluations



Support Systems

- ◆ Work relationships
 - ◆ Family
 - ◆ Networking
 - ◆ Participation
 - ◆ Roles and Responsibilities
 - ◆ Change agents
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Motivation

- ◆ Extrinsic

- ◆ Intrinsic



Strategy Process

- ◆ Analysis
- ◆ Development
- ◆ Implementation
- ◆ Evaluation
- ◆ Cyclical



Analysis

- ◆ SWOT Analysis
- ◆ Core Competencies
- ◆ Environmental Analysis
- ◆ Competitive Analysis
- ◆ Resources
- ◆ TOWS Analysis

SWOT Analysis

- ◆ Strengths
- ◆ Weaknesses
- ◆ Opportunities
- ◆ Threats



Core Competencies

- ◆ Unique
- ◆ Value building characteristics
- ◆ Competitive advantage



Environmental Analysis

- ◆ Remote environment
- ◆ Industry environment
- ◆ Operating environment



Remote Environment

- ◆ Social Factors
- ◆ Political Factors
- ◆ Technological Factors
- ◆ Economic Factors
- ◆ Ecological Factors



Industry Environment

- ◆ Threat of Entry
- ◆ Substitute Positions
- ◆ Jockeying for Position



Operating Environment

- ◆ Competitive Position
- ◆ Self Profile
- ◆ Resources



Competitive analysis

- ◆ Benchmarking
- ◆ Best Practices
- ◆ First movers



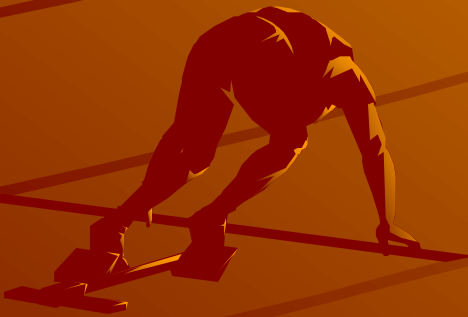
Resources

- ◆ Resource Optimization
- ◆ Intellectual Capital
- ◆ Technology



TOWS Analysis

- ◆ Conversion
- ◆ Threats to Opportunities
- ◆ Weaknesses to Strengths



Development

- ◆ Tactical Planning
- ◆ Contingency plans
- ◆ Milestones
- ◆ Metrics



Tactical Planning

- ◆ Short term objectives
- ◆ Focused
- ◆ Planning Horizon



Contingency Plans

- ◆ Scenarios
- ◆ Alternatives
- ◆ What ifs
- ◆ Proactive



Milestones

- ◆ Phases
- ◆ Adaptable
- ◆ Plan effectiveness
- ◆ Small successes



Metrics

- ◆ Realistic
- ◆ Quantitative
- ◆ Qualitative
- ◆ Obtainable



Implementation

- ◆ Phases
- ◆ Convert broad plans
- ◆ Plans of action
- ◆ Strategy champions



Evaluation

- ◆ Strategy Review
- ◆ Continuous Improvement



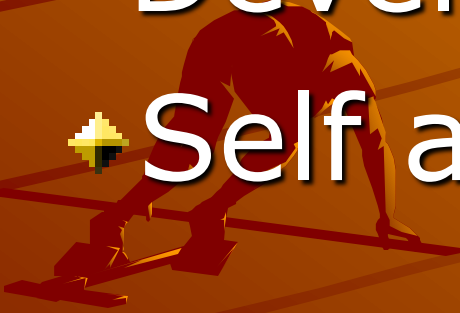
Self-defeating Strategies

- ◆ Short term goals
- ◆ Long term affects
- ◆ Unrealistic
- ◆ Self gratification and satisfaction



Personal and Professional Growth Strategy Enhancers

- ✦ Training and Development
- ✦ Professional and Personal Development
- ✦ Self analysis



Change

- ◆ Behavior
- ◆ Expectations
- ◆ Beliefs and values
- ◆ Environment



Beware of Strategy Opponents

- ◆ Negative
- ◆ Self absorbed
- ◆ Barriers to success
- ◆ Perceptions



QUESTIONS?

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References

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