

## PMBA Career Development Plan

---

The Career Development Plan (CDP) promotes the beginning of your career planning process and serves as a destiny plan for your job development or search activities.

### Components of the Career Development Plan

#### **Part I: Self-Assessment**

---

After completing *CareerLeader*, analyze your results including descriptions of your business interests, values, skills, strengths, and weaknesses.

##### Summary of Results

- What do your results mean to you?*
- What did you learn about your interests, reward preferences and abilities as a result of reviewing your high and low scores from each of the three assessments?*

##### Possible Careers

- Which careers were indicated as a possible match for you? Of these careers, which hold the most interest for you and why? What careers should you avoid and why?*

##### Conclusions

- What conclusions did you draw about your CareerLeader results or possible career matches?*
- What questions do you have about these careers? How will you get answers?*

#### **Part II: Professional Aspirations**

---

Within your current role, or another role you plan to seek, describe your professional aspirations within the next three to five years.

#### **Part III: Market Research**


---

Using external sources for your research, identify which functions, industries and regions can best utilize your unique set of interests, skills and experiences. Include an analysis of desired prior experience and education, functional training required, possible career paths, industry growth rates, and eligibility restrictions. Include a list of sources you referenced.

##### Functions of Interest

- In the primary business functions that interest you, what are the specific positions?*
- What are the responsibilities of these positions?*
- What are the qualifications (skills, knowledge, experience) needed for these positions?*

##### Industries and Companies

- Which industries and companies hire people for these positions?*
  - What information about specific companies did you obtain?*
  - Which of these industries and companies are located in your desired region?*
- 
- 

## Challenges

- ❑ *What challenges might you face in pursuing this type of job in these types of companies/industries? (e.g. How competitive is this industry? How much of a career change would this be for you? Are these companies hiring? What do future trends indicate? Do these companies recruit on campus?)*
- ❑ *What are the positives and negatives about these functions and/or industries?*

## Additional Questions

- ❑ *What other questions do you have as a result of your research?*

## **Part IV. Career Goal**

---

Based on your self-assessment and market research, identify your desired position(s) for the future.

### Desired Position Types

- ❑ *List your desired position types by function, industry, and region.*

*[If Function/Industry/Region is not yet decided]*

### Positions Still Under Consideration

- ❑ *List the functions and/or industries that you are considering and what further information you need before making your decision.*

### Plan for Collecting Additional Information

- ❑ *Describe your plan of what you will do (and when) to get the necessary information. Identify your goal as the date by which you will decide.*

## **Part V: Gap Analysis**

---

Identify gaps in your skills, knowledge or experience which you will need to close to obtain your desired position. For each gap, identify specific actions you will take to enhance your skills and qualifications. Identify any challenges or risks you may face as you move forward in your job search.

### Required Skills and Qualifications

- ❑ *Identify key skills and qualifications required of your desired position(s) by reviewing job descriptions or other market research.*

### Status

- ❑ *Identify which qualifications:*
  - You currently possess*
  - You can build while here at Olin*
  - May be unattainable within your timeframe*

### Action Plan

- ❑ *For each "gap" listed, identify what you will do (and when) to improve the skill or build the qualification.*

### Challenges

- ❑ *Describe any additional challenges you may face in closing your gaps.*

## **Part VI: Personal Marketing Plan**

---

Incorporate your self-assessment, market information, career goals, and gap analysis into a Marketing Plan. This plan will include your Positioning Statement and an analysis of your 4Ps.

### **Positioning Statement**

- *Prepare a Positioning Statement which can evolve into your “30-second elevator speech/self-introduction.” This statement should sell your experiences, strengths and differentiators to the marketplace.*

### **Product: Key Competencies**

- *Describe your key competencies (skills, knowledge, experience, and personal traits).*
  - **Skills:** *Key skills you have developed as a result of repeatedly applying knowledge in a business or academic setting.*
  - **Knowledge:** *Includes factual (certifications, degrees, etc.) and applied knowledge (your “how to” knowledge – how you’ve achieved certain things even if experience or information is limited).*
  - **Experience:** *Your past work experience (industry, company, years of service, quantitative and qualitative accomplishments, etc.).*
  - **Personal Traits:** *Includes personality traits, interests, motivators, appearance, and values.*

### **Place: Target Market**

- *Describe the characteristics of your target market(s) including geographic area, cost of living, industries, size of organization, culture, and target companies. A good initial target list should include 15-25 companies.*

### **Price: Compensation and Benefits**

- *Describe your desired compensation, vacation and compensation “package.”*

### **Promotion: Selling Yourself to the Marketplace**

- *Describe how you will market yourself to potential employers. Include a discussion of people you will contact, organizations you will join, and events you will attend, etc.*