



**ISMM**  
The Institute of Sales & Marketing Management

**Sample pages**

**Study Guide U308**

**Planning for Professional  
Development**

This booklet contains a few sample pages from the Study guide for U308 Planning for Professional Development. The full hard copy guide can be purchased via the ISMM website at [www.ismm.co.uk/education](http://www.ismm.co.uk/education)

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## What will I find in the study guide?

The ISMM study guide has been written to help trainers prepare for training sessions and to guide learners in training sessions and when studying at home. The guide should be used alongside other material provided by the trainer.

### **Learning outcome (LO)**

This is a statement of what you should 'know, understand or be able to do' on completion of the unit you have studied

### **Assessment criteria (AC)**

This is a description of the requirements you are expected to meet to show that the learning outcome has been achieved

### **Unit aim**

This is a short summary about the purpose of the unit

You will also find activities which come under individual assessment criteria and will help you to put what you have learned into practice. There is a glossary at the back of the guide for words you might not be familiar with, a checklist to help you make sure your learning and development meets the criteria, and an action plan to complete and revise as you continue with your course.



This icon is used where you have an activity to complete.

# Unit

<b>Title:</b>	Planning for professional development	
<b>Level:</b>	3	
<b>Credit value:</b>	2	
<b>Learning outcomes</b>	<b>Assessment criteria</b>	
<b>The learner will:</b>	<b>The learner can:</b>	
1. Know how to identify strengths and needs for own role	1.1 Describe skills, qualities and experience which are needed in own role 1.2 Using appropriate tools and techniques identify own strengths for own role 1.3 Using appropriate tools and techniques identify own needs for own role	
2. Understand opportunities for professional development	2.1 Describe own professional needs 2.2 Explain opportunities available for professional development	
3. Be able to produce a professional development plan	3.1 Complete a professional development plan	
Unit aim(s)	This unit aims to provide the knowledge and skills to develop the goals, skills and attributes necessary for professional development.	

## **LO3 Be able to produce a professional development plan**

### **Overview**

Now it is time to develop your professional development plan that will enable you to acquire all the necessary skills, knowledge and abilities to succeed in your role and achieve career success.

In this section you will explore the process of developing a professional development plan for your short, medium and long term objectives.

### **AC3.1 Complete a professional development plan**

A PDP is a structured and supported process undertaken by individuals to reflect on their own learning, performance and/or achievement and to plan for their personal, educational and career development.

It is a useful framework as it can help you think through how best to meet your development needs and capitalise on the finding of your SWOT analysis, in the short, medium and long term.

The starting point is by asking yourself what development you need in order to minimize the gap against your target. The checklist below is a good starting point for identifying your development needs.

- What are the objectives of my organisation, my department and my team?
- What are my work objectives for the short and medium term?
- How might my work change in the next few years?
- What are my long-term career goals?

The answers to these questions will help you to identify your personal development needs. You will then be able to complete the first column of your PDP, though the development areas you have identified for each timescale are likely to be different.

<b>Timescale</b>	<b>Development Area</b> <i>(What knowledge or core skills do I want to develop?)</i>
<b>Short term</b> To meet the present needs of your role	To improve my skills in time management. To learn how to use Excel.
<b>Medium term</b>	To meet the changing needs of my role. To learn how to write for the web.
<b>Long term</b>	To meet my career objectives. To learn more about managing people.

You will now need to think about some of the ways you might meet the needs you have identified. This will involve thinking about the kind of skills, qualifications, knowledge and experience that might be appropriate for you.

There is a range of approaches to formal and informal development that may help you; we will look at later in this section.

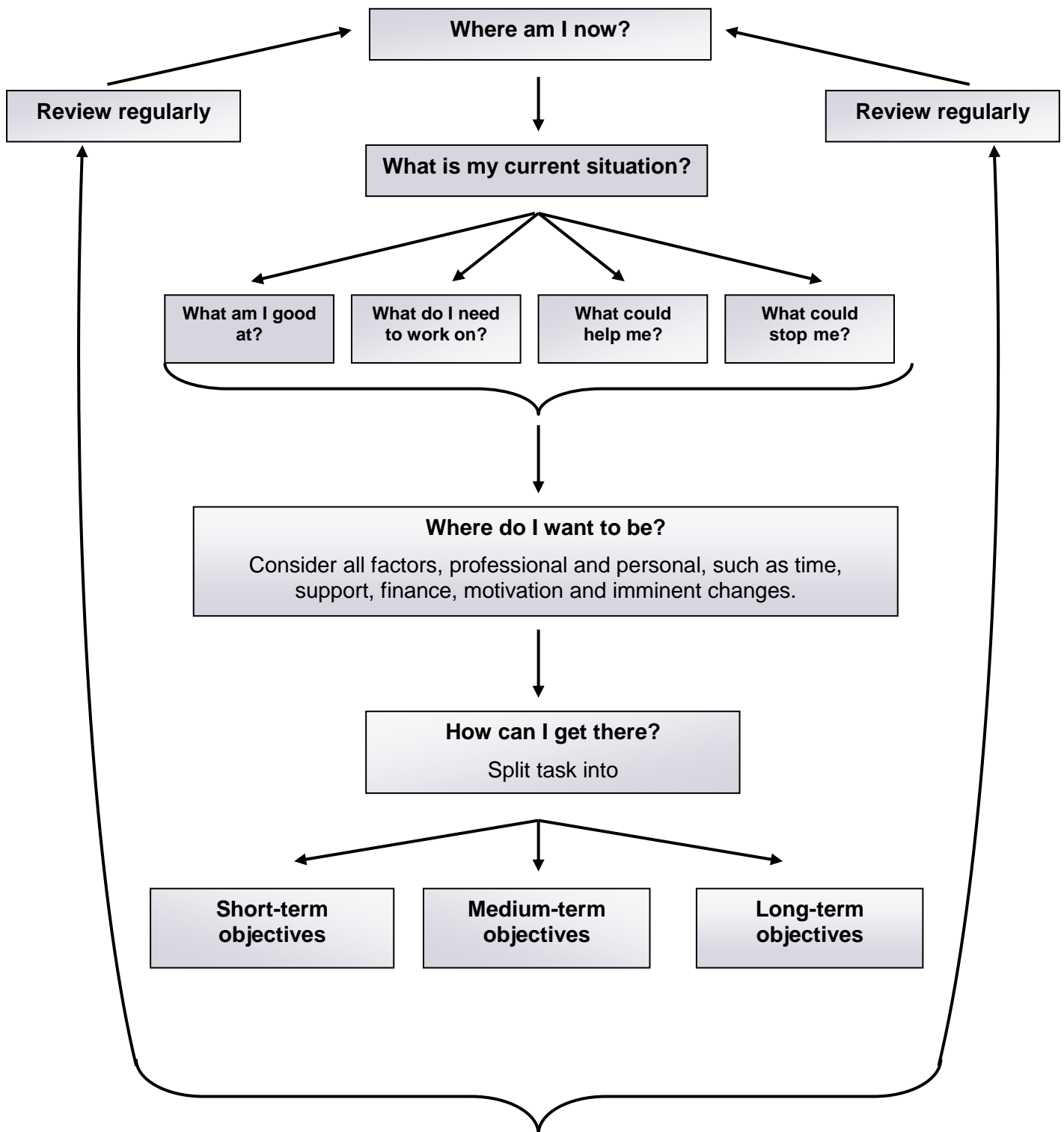
#### **Once you have met the needs of your present role**

Planning for the next stages in your personal and career development involves thinking about trends, changes and new equipment/technology which might impinge on your sales role.

To help you identify your development needs, it might be helpful to consider these development areas, though not all the questions below may be relevant to you. You may like to note down your particular needs as you work through each area.

- Understanding and using IT, other new technology, equipment and systems
- Changes planned in the industry/company/ department where I work to which I need to adapt
- Developing my capabilities to become better in my role
- My responsibilities for updating my skills
- My responsibility for keeping up to date in my specialist or professional area

## Summary flow chart for writing your PDP



## PDP

A sample personal development plan

<b>Time scales</b>	<b>Development area</b>  What knowledge or skill do I want to develop?	<b>Development activity</b>  What will I do differently as a result?	<b>Target date</b>  When will I do it?  Do I need milestones along the way?	<b>Expected outcomes</b>  How will I know I have achieved this?
<b>Short term</b>  to meet needs of present role	1.    2.	1.    2.	1.    2.	1.    2.
<b>Medium term</b>  to meet the changing needs of my role	1.    2.	1.    2.	1.    2.	1.    2.
<b>Long term</b>  to meet my career objectives	1.    2.	1.    2.	1.    2.	1.    2.



**Using the framework provided here create your own personal development plan. To be effective this will be a piece of work that you will want to spend some time over. Check and review with your line manager or even a family member to ensure you keep the plan challenging, achievable and relevant.**

# Checklist

<b>Learning outcomes</b> <b>The learner will:</b>	<b>Tick to confirm you have learned this – or note what you still have to do on the Action Plan on the next page</b>	<b>Assessment criteria</b> <b>The learner can:</b>	<b>Tick to confirm you have learned this – or note what you still have to do on the Action Plan on the next page</b>
1 .Know how to identify strengths and needs for own role		1.1 Describe skills, qualities and experience which are needed in own role	
		1.2 Using appropriate tools and techniques identify own strengths for own role	
		1.3 Using appropriate tools and techniques identify own needs for own role	
2. Understand opportunities for professional development		2.1 Describe own professional needs	
		2.2 Explain opportunities available for professional development	
3. Be able to produce a professional development plan		3.1 Complete a professional development plan	

## Action plan

Target for improvement	What will I do to achieve the improvement?	How will I measure the improvement?	Outcome	Date for reviewing progress

## Glossary

Personal Development Plan (PDP)	A plan developed by an individual that assesses their strengths, weaknesses, opportunities and threats and sets career and learning objectives and plans how to achieve these
SWOT Analysis	A technique of analysis which studies Strengths, Weaknesses, Opportunities and Threats. This can be undertaken for a firm, as part of their sales and marketing plans, or an individual as part of their PDP (Personal Development Plan) and can be developed from a detailed audit