

CFAM8.2.1

Manage your own resources and professional development



Overview

This unit is about managing your personal resources, particularly knowledge, understanding, skills, experience and time, and your professional development, in order to achieve your work objectives and your career and personal goals.

You need to understand your work role and how it fits into the overall vision and objectives of the organisation whilst also understanding what is driving you in terms of your values and your career and wider personal aspirations.

Identifying and addressing gaps in your skills and knowledge and understanding are essential aspects of this unit.

For the purposes of this unit, 'organisation' can mean a self-contained entity such as a private sector company, a charity or a local authority, or a significant operating unit, with a relative degree of autonomy, within a larger organisation.

This unit is recommended for first line, middle and senior marketing managers. Such marketers might be employed within 'client-side' organisations, or within agencies/consultancies.

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Performance criteria

- You must be able to:*
- P1 evaluate, at appropriate intervals, the current and future requirements of your work-role taking account of the vision and objectives of the organisation
 - P2 consider your values and your career and personal goals, and identify information which is relevant to your work role and professional development
 - P3 discuss and agree personal work objectives with those you report to and how you will measure progress
 - P4 identify your preferred learning style(s) and ensure that you take this into account in identifying and undertaking development activities
 - P5 identify any gaps between the current and future requirements of your work-role and your current knowledge, understanding and skills
 - P6 discuss and agree, with those you report to, a development plan to address any identified gaps in your current knowledge, understanding and skills and which supports your own career and personal goals
 - P7 undertake the activities identified in your development plan and evaluate their contribution to your performance
 - P8 review and update your personal work objectives and development plan in the light of performance, any development activities undertaken and any wider changes
 - P9 obtain regular and useful feedback on your performance from those who are in a good position to judge it and to provide objective and valid feedback
 - P10 ensure that your performance consistently meets or goes beyond agreed requirements

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Knowledge and understanding

You need to know and understand:

General knowledge and understanding

- K1 the principles which underpin professional development
- K2 the importance of considering your values and career and personal goals, and how to relate them to your job role and professional development
- K3 how to evaluate the current requirements of a work role and how the requirements may evolve in the future
- K4 how to set appropriate objectives which are SMART (Specific, Measurable, Achievable, Realistic and Time-bound)
- K5 how to identify development needs to address any identified gaps between the requirements of your work-role and your current knowledge, understanding and skills
- K6 effective development planning, including what plans should contain and the length of time that it should cover
- K7 the range of different learning styles and how to identify the style(s) which work(s) best for you
- K8 the type of development activities which can be undertaken to address identified gaps in your knowledge, understanding and skills
- K9 how to identify whether/how development activities have contributed to your performance
- K10 how to update work objectives and development plans in the light of performance, feedback received, any development activities undertaken and any wider changes
- K11 how to monitor the quality of your work and your progress against requirements and plans
- K12 how to evaluate your performance against the requirements of your work-role
- K13 how to identify and use good sources of feedback on your performance

Industry/sector specific knowledge and understanding

- K14 industry/sector requirements for the development or maintenance of knowledge, skills

Context specific knowledge and understanding

- K15 the requirements of your work-role including the limits of your responsibility
- K16 the vision and objectives of the organisation
- K17 your own values and career and personal goals
- K18 your personal work objectives
- K19 your preferred learning style(s)
- K20 your current knowledge, understanding and skills

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- K21 identified gaps in your current knowledge, understanding and skills
- K22 your personal development plan
- K23 available development opportunities and resources in the organisation
- K24 the organisation's policy and procedures in terms of personal development
- K25 reporting lines in the organisation
- K26 possible sources of feedback in the organisation

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Additional Information

Behaviours

1. You address multiple demands without losing focus or energy
2. You recognise changes in circumstances promptly and adjust plans and activities accordingly
3. You prioritise objectives and plan work to make best use of time and resources
4. You take personal responsibility for making things happen
5. You show an awareness of your own values, motivations and emotions
6. You agree achievable objectives for yourself and give a consistent and reliable
7. You recognise your own strengths and limitations, play to your strengths and use alternative strategies to minimise the impact of your limitations
8. You make best use of available resources and proactively seek new sources of support when necessary
9. You reflect regularly on your own experiences and use these to inform future action

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