

## PRACTICAL TIPS UNIT 2: TOOLS FOR SELF-KNOWLEDGE SUCCESS

### TOOL 1:

#### 1.SELF-KNOWLEDGE QUESTIONNAIRE.

Here you have a questionnaire to start -or improve- your self-knowledge process. There's always something new to learn, even about yourself!

Try to be as honest as possible, don't do it quickly, take your time.

### STEP 1

- In your daily life, what are your main motivations?

- In your daily life, what are your main strengths?

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- In your daily life, what are your main weaknesses?

- What have you changed for the better in recent years?

- What have you changed for the worse in recent years?

- What do you like most about your personality?

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- What do you want to improve?

- Which have been the achievements and successes you have reached in your life that you feel most proud of?

- Which have been the major failures in your life?

- What have you learned from your failures?

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## STEP 2

Ask similar questions about yourself to your closest family, friends, work mates and bosses (the ideal is to have at least one of each).

- What do you think my main strengths are?

- What do you think my main weaknesses are?

- What do you think I have changed for the better in recent years?

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- What do you think I have changed for the worse in recent years?

- What do you like most about my personality?

- What do you think I should improve?

- Which have been the objectives and successes you think I have achieved in my life that you feel most proud of?

- Which have been the major failures of my life?

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- What have you learned from my failures?

## TOOL 2

### **2.MAIN PROFESSIONAL COMPETENCES**

For each question, choose between 2 and 5 professional skills:

1. In which professional skills do you identify yourself the most?
2. What are the skills that you have more developed?
3. Which are the skills you would like to develop at work?
4. In your training and skills development which one you think is more important to foster?
5. Which of these skills you believe are your main weaknesses?

#### ***Professional Skills***

- a) Trust
- b) Flexibility and versatility

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- c) Emotional intelligence
- d) Entrepreneurship
- e) Information management and data
- f) Technology management
- g) Self knowledge
- h) Creativity
- i) Critical thinking
- j) Motivation
- k) Organization and management
- l) Planning
- m) Autonomy, initiative and proactivity
- n) Self-improvement
- o) Conflict resolution
- p) Communication
- q) Foreign languages
- r) Empathy
- s) Innovation
- t) Negotiation
- u) Risk taking

- How many skills have you chosen in total?
- Do you have any skill present in all your answers?
- What are the three main skills that you are interested in?
- Find on the internet the main features of these skills.
- Do you think the job and studies you are doing contribute to develop this skills?
- Is there any skill in which you are not interested at all?

After answering this questionnaire, surely you will have a better picture of your strengths and the aspects you would like to improve in your professional career.

The main skills you want to use and improve in your professional career are  
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probably a good orientation for your self-knowledge, and the creation of a personal brand.

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## TOOL 3

### 3. PERSONAL SWOT ANALYSIS

SWOT analysis is a simple and very effective tool to check the personal and professional goals and define our own current circumstances.

Personal SWOT is aimed at personal branding and job search, and consists of a contextual analysis:

- **External** professional context: where a person would go to search employment or develop their professional career. Identifies and analyzes the opportunities and potential threats of that context.
- **Internal**: the person's resources and internal factors. They identify and analyze the strengths and personal weaknesses.

The aim of SWOT analysis is to describe all the strengths and weaknesses identified in the external and internal context of the person, to help define a job search or professional branding strategy:

- Minimizing "Weaknesses"
  - Reducing "Threats"
  - Consolidating "Strengths"
  - Taking advantage of "Opportunities"
- Before making a personal SWOT analysis is fundamental:
    - Be very clear and define your goal properly.

*Example: A person just graduated in psychology in the field of Clinical Psychology and Health, aims to find a job as a Clinical Psychologist in the private sector. The strategies to be followed will be adequate to the*

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*private clinics that offer psychological support. The same strategies will not result efficient to search employment in the public sector, for instance, as a member of the public health system.*

- Conduct analysis based on your competitors. Your competitors are those people who are interested in applying for the type of job you're seeking.

### **3.1. INTERNAL ANALYSIS: STRENGTHS AND WEAKNESSES**

Strengths and weaknesses are attributes that can generate a competitive advantage over other competitors. The objective of this analysis is to choose the strategies that best suit your resources and capabilities.

Some aspects to consider when making internal analysis are:

- Competences: achievement, analysis and decision-making, etc.
- Technological and economic resources.
- Interests and motivations.
- Training and experience
- Skills and abilities
- Personal brand
- Geographical mobility

In the current context, there is a growing interest in the development of the personal brand for professionals, regardless of the level of responsibility and activity sector to which they are directed.

Besides, an important factor in the job search process is the possibility and / or availability of global geographical mobility.

To identify our strengths, we will have to assess, based on our professional goals, which of the above aspects are positive for us.

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### **3.2. EXTERNAL ANALYSIS: OPPORTUNITIES AND THREATS**

Opportunities and Threats always belong to the external context.

Some aspects to consider are:

- Professional sector
- Labour market
- Social trends
- Legislative framework
- New technologies
- Internationally

To identify the opportunities, we ask ourselves which of these aspects benefit our situation professionally and how.

To find the threats, we must evaluate the potential obstacles related to our external environment.

After analyzing both internal and external, contexts a personal SWOT matrix should be developed.

We should be able to:

- Exploit the opportunity→ Potential appeal.
- Develop the strength→ the value of developing our objective.
- Face the threat→ Impact if we do not.
- Manage the weak point→ our goals are in danger if we don't do it.

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### The complete SWOT matrix allows us to evaluate:

- Our **Strengths** to determine what capacity we have to exploit them and the value of each of these strengths to achieve our goal.
- Our **Weaknesses**, pointing out our ability to manage our weaknesses and the kind of risk we face if we do not.
- **Opportunities** to analyze our ability to exploit and potential appeal for each of the identified opportunities.
- The ability to address the **threats** and the impact it will have in achieving our goals if we do not.

### 3.3. THE STRATEGY MATRIX SWOT

It is essential to identify our strengths, weaknesses, opportunities and threats.

	<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>SO Strategies:</b> Identify strengths to take advantage of the opportunities.	<b>WO strategies:</b> Overcome weaknesses taking advantage of opportunities.
<b>Threatens</b>	<b>ST Strategy:</b> Use the strengths to avoid the threats.	<b>WT Strategy:</b> Reduce weaknesses and avoid threats.

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## EXAMPLE OF SWOT STRATEGIES :

- **Strategies SO (Strengths-Opportunities):**

These are the strategies where we need to invest maximum effort.

One of my strengths is the knowledge of several foreign languages and an identified opportunity is the internationalization of companies in the professional sector of my interests. One possible strategy would emphasize that language knowledge of my personal brand.

- **WO Strategies (Weaknesses-Opportunities):**

One of my weaknesses is not knowing the specific software of my profession (HRIS, CRM, etc.) and the opportunity identified is the creation of a business park related to technological development in my professional area. One possible strategy would be to look for free courses (through various public platforms, private or different associations) to acquire and / or update the necessary technological knowledge.

- **Strategies ST (Strengths-Threats):**

One of my strengths is the recent obtainment of a training certificate in my professional specialty and an identified threat such as the merger of several companies in the professional sector that interests me, which means a potential decrease in the jobs offered by these companies. One possible strategy would be to demonstrate the ability to implement the newly acquired training through various proposals for improving professional aspects.

- **WT Strategies (Weaknesses-Threats):**

This strategic line represents our real limitations. One of my weaknesses is the lack of a professional and personal network linked to my profession and the identified threat, the jobs of my interest being disclosed through the circles of acquaintances. One possible strategy would be to create my own

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personal branding as soon as possible and attend the professional sector events that interest me to try and meet professionals in this sector.

## **TOOL 4: FINAL TOOL**

To summarize your job, we recommend you to: draft an email to send to an employer marketing your own skills and qualifications.

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