

Business Plan

Of

Jennifer Knight  
1234

Dated  
Monday, December 03, 2007

## **BUSINESS GOALS AND OBJECTIVES**

### **Current Goals**

- Teaching further education - post 16
- Computers
- Training
- Earning a high income is more important than job satisfaction? No
- Job satisfaction is more important than financial reward? Yes
- Children need to be considered? No
- Need to work within school hours? No
- Stability and security is an important factor? Yes
- Caring responsibilities that need to be considered? Nil
- Medical conditions that need to be considered? Nil
- Position needs to offer opportunity for promotion? Yes
- It is important to be recognised for hard work and effort? Yes
- Structure within the work environment is important? Yes
- Training within the workplace provided by the organization is important? Yes
- Approachable and supportive management. Teamwork. Health & safety.

### **Future Goals**

- To become self-employed in the design of a range of e-learning programs.
- Failure to deliver what is required.
- Research what is out there and what is needed within a range of work places and learning environments.
- Remain positive. Self-belief.
- This is an excellent product that will enhance the work place of trainers. I don't like reading but I really enjoy this program so why won't others??
- Continue to liaise with BSIL to promote project. Commit 100% positive attitude and as many hours input as required. Research ideas that will assist companies and members of the public. Be creative in producing interactive training.

## **CAREER INTERESTS**

### **Vocational Assessment**

#### **Sales or Customer Service**

You have been identified as enjoying working with people where you are in a position that requires skills such as: being able to sell or influence peoples decision making, motivate and encourage, negotiate and liaise or have the personality that provides exceptional customer service. The types of jobs that interest you are likely to be in a sales position, hospitality, representative or product promotions.

As you most likely have wonderful skills in sales and marketing, your best approach is to use these techniques to sell yourself. This can be done by using the phone, face-to-face or by submitting written application. It is necessary for you to advise the potential employer of how you will be able to increase sales and how you have done so in the past. Ideally you will be able to provide information on your past KPI's (Key Performance Indicators), or by advising what your sales targets were and how you achieved and / or exceeded them. Ultimately the end result for your sales performance is what the employer will most likely be looking for in your application.

#### **Consulting, Counselling or Advising**

You have been identified as enjoying working with people where you can provide assistance, teaching or training people, providing information or treating them. To be successful in this career you will need to have exceptional listening skills, be competent in handling confidential information when discussing personal issues, have the knowledge to provide informed advice, ability to give instruction, provide information or offer appropriate treatments to meet your client's needs.

As this role is working with people in a position of trust, it may be necessary for you to have qualifications in the area of counselling or social services or be able to demonstrate experience in the relevant area.

To apply for positions in this work area it would be effective to design your professional resume stating any qualifications you have and make a list of relevant demonstrated skills and provide information on past employment history to related areas.

#### **Environment, Nature or Outdoors**

You have been identified as loving the outdoors and what nature has to offer. This area of work offers many choices. However, it depends on what area you want to pursue.

Positions in this field vary from: conservationists, to farmers handling animals or growing crops and / or livestock, or could be in the area of sport.

Depending on what your interest is you may either need qualifications or an ability to learn on the job if you haven't already got the necessary experience. This will require you to research the industry of your particular interest.

To apply for positions in this area of work would depend on the type of job.

## **Vocational Interests**

Target area is adult education. Relevant experience in this field is within a number of areas of learning. Industries to include; TAFE, Community Groups and Individual's the teaching of basic skills.

## **SWOT ANALYSIS**

### **Strengths**

#### Business Vision

I will utilise previous experience to assist individuals to increase their literacy and numeracy skills to a standard that will enable employability and meet their personal aspirations. I will promote an interactive environment that is conducive to learning.

#### Personal Presentation

I always promote the company with a positive attitude, maintain personal presentation to a high standard and create a non-threatening environment to clients with multiple barriers attending training courses.

#### Personal Attributes

- Are you able to accept direction? I am able to accept direction that enables me to learn new skills and increase my capacity to deliver training to a high standard.
- Can you work unsupervised? I am able to work unsupervised using resolve and reasoning to problem solve.
- Are you good with people? I have demonstrated excellent people skills with the ability to put people at ease.
- Do you prefer to work alone? I am comfortable working alone and have worked within outreach sectors providing training on a 1-1 basis.
- What achievements have you been recognised for in the past? I have been recognised for my teaching abilities to the hardest to reach individuals and my approach to teaching and progressing individuals with multiple barriers.
- Are you a good team fit? I work well as part of a team and am able to contribute to new ideas. I enjoy sharing information valid to the improvement of the environment I am working in. Colleague's support is valuable to me.
- I enjoy designing and delivering new programs to assist in groups/individuals gaining knowledge.

## Team Player

I approach teamwork using listening skills, gathering information and communicating relevant options. As part of a team working within the mental health sector, it was paramount that communication and teamwork was maintained to a high standard. My role within this sector was the ability to calm potential conflict. I demonstrate a calm approach, listening to concerns then offering a range of options to resolve. I also offer support to new staff members giving guidance and support during transitions to new working environments.

## Skills

Previous employment within the teaching/training environment has enabled me to utilise my skills to assist individual's progression in the education sector. My ability to promote learning in an environment conducive to learning whilst identifying individual learning styles, has aided reaching of aspirations as per individual requests.

I have demonstrated skills in addressing individuals needs both personally and educational. I have used these skills in the process of initial assessment, promoting a non-threatening environment to gain required information from the individual, then address and document any issues.

During the delivery of training programs, I am able to assess that learning is taking place using a range of assessment tools. These include; initial, formative and summative. I have maintained regular assessments with individuals to identify progress made, areas requiring further improvement and recommended actions to be taken for review at regular intervals and documented as required.

As a natural communicator I am able to relate to people at all levels. This includes professional, to gain and share information relevant to the learning group and teaching at the appropriate level to aid understanding.

I have the ability to create lesson plans in any learning environment that will maintain the interest of the group/individual and relevant to the subject. I will incorporate relevant tools suitable to the ability of the learners.

I have delivered a range of programs within the post 16-education sector. This has included; literacy and numeracy as identified with the long term unemployed, raising awareness of basic skills needs and the effects on the individual, community and economy.

Previous employment has required me to manage groups of approximately 40 trainees with multiple barriers to attend mandated training. This has included, monitoring attendance for a period of 26 weeks rolling start employability program, recording progress and areas of development, managing assessments and undertaking summative assessments.

I have been responsible for monitoring large groups, progress made within an educational and work based learning centre. This has included, employability and improvement made with identified barriers.

I have the ability to motivate particularly with individuals who are reluctant to increase their literacy and numeracy ability. I approach this using an enthusiastic manner and use a range of learning tools of interest to the individuals and appropriate to the age group.

I have many years teaching practice within a range of environments and subjects. I always approach teaching motivated and enthusiastic, with the intention of raising others aspirations.

## **Weaknesses**

### Areas Needing Attention

Computer skills. Business management.

Training in excel spreadsheets.  
Business management to include, tax payments

More practical experience in setting up excel spreadsheets, tax returns and any other financial demands as required for new businesses.

Business administration qualification would be useful.

No previous experience in business management although no previous concerns regarding learning new skills.

Completed computer course. Experienced management skills within the teaching environment. Competent at budget management. Learn new skills quickly.

Although it is important for me to learn the identified areas for improvement, I can learn with in house training and attend a relevant courses in due time.

### Barriers

Limited experience of using excel

I have limited experience in the creating of excel spreadsheets.

Competent in the use of Microsoft programs to include word. Confident in completing research activities, using the Internet to locate relevant information on company's intranet.

Locate and attend appropriate computer course to become proficient in Microsoft Excel.

## **Opportunities**

### Target Market

Teaching a range of subjects within the post 16-sector. Teaching could include, return to work programs, literacy and numeracy and informative subjects.

Education, Training & the Arts  
Brisbane South - Margaret Marshall  
07 372 30227

Brisbane North Institute of TAFE  
Brisbane North Institute of TAFE  
Locked Bag 3  
Eagle Farm BC 4009  
131 248

## **Threats**

There is low unemployment within Australia. I am up against experienced resident trainers with knowledge of current government requirements re; job seekers and documentation.

I am able to offer many years of training within the Job Network industry, with positive results and achieving outcomes. I have a willingness to learn new skills.

Demonstrating enthusiasm. Discuss what skills have used in prior employment to gain required outcomes. Positive approach. Research Company prior to interview.

## **MARKETING**

### **Target Market**

Target area is adult education. I have relevant experience in this field in a number of areas of learning. Industries to include: TAFE, community groups and individual teaching of basic skills.

### **Research Conducted**

I need to continue to respond to reform and change in vocational education and training consolidating its position for the future.

Meet the vocational training and education needs of its customers through the provision of accredited and customer valued training and education and an effective work environment.

My aim is to help individuals, industries and enterprises to gain the skills and qualifications to succeed in the global marketplace and contribute to the future social and economic development of our region.

Offers a wide variety of opportunity, provides specialisation through extensive range of programs and a high degree of relevance to employees.

The objective of the Company is to strive to connect clients to the future with skills for tomorrow's enterprises.

They have 6 campuses servicing over 30,000 students across Brisbane North side. Second largest Institute of its kind in the state.

### **Communication Style**

Telephone

Internet access, telephone, pen and paper

The telephone gives immediate access to companies identified from the Internet. I have the ability to arrange meetings with employers at a time suitable to both parties.

### **Interview Responses**

I have a wealth of teaching experience in a variety of settings including, literacy and numeracy to the hardest to reach groups of unemployed individuals with multiple barriers. I am experienced in designing lesson plans that are suitable to the audience. I am enthusiastic in my approach with the ability to produce creative learning opportunities.

Ideally I would like to work for a thriving company who promotes independence, inclusion and diversity for the learners.

To attend any further training courses to improve teaching skills to the benefit of the students, regular appraisals and ongoing support with job role.

I would like to be involved in designing new training programs and staff training.

I am conscientious in my approach to education, approachable with excellent communication skills. I strive to achieve required outcomes and work towards increasing others aspirations.

N/A

N/A

\$50,000 pa

Emigrated

2 weeks

No

Teaching groups who have been identified as having low levels of literacy and numeracy skills. To provide innovative learning experiences, create and deliver lesson plans suitable to the audience, to continually assess progression and areas for further development.

I have been recognised as having a positive approach to learning, a team player, excellent communication skills and a lateral thinker.

Need to improve computer skills if required to complete excel spreadsheets.

Do you provide in house training?

## Tips for; Preparing for the interview

- Always arrive at least 10 to 15 minutes early for the interview. This shows the Interviewer/s that you are punctual and reliable.
- If you have become stressed and nervous, try taking long deep breaths and release your breath gradually. This will assist you to become calm.
- Set the mood by running through key points that you have established through developing your Business Plan. What are your STRENGTHS, how will you quantify them?
- Remind yourself of information that you found interesting about the organisation when you conducted the research. What is their Mission Statement or Vision? What are their Values or Ethos? How does this relate to you?
- Remember the Receptionist holds a very important role and it is possible they will report back to the Interviewer/s on your manners and conduct. Make them feel important by introducing yourself on arrival, make eye contact and thank them for their time.
- On meeting the Interviewer/s remembers to smile and shake hands and if you don't already know their name make an effort to know the names of all the people on the interview panel.
- Check your posture during the interview and make sure you are sitting up straight at all times. This will assist you in being alert as well as demonstrate your interest. Sometimes the Interviewer/s will encourage you to become very relaxed so that you gain a false environment where you will open up and provide information that may not be appropriate in assisting you to gain the position.
- If you don't understand the question or you did not hear it clearly, ask for clarification.
- Remember QUANTIFY, QUANTIFY, QUANTIFY your responses to the questions. Your answers must be measurable and demonstrate your ability to perform the role.
- Prepare a summary of why they should consider you for the position. This way you will be able to sell yourself well if asked or you can express this at the end of the interview.
- Don't provide any negative information about yourself. If you are asked what your weaknesses are, provide a positive response. This is a good time to show your personality and say something like 'Chocolate'. Then follow with a real answer like, "As I am a perfectionist, I take the time to make sure each task is completed right the first time. However, in the long run it saves time by not having to go back and fix any mistakes".
- Use your body language to show your interest. By leaning forward a little gives the impression that they have your full attention.
- Don't forget to smile and be friendly. No one wants to work with a grump.
- Prepare some questions for the end of the interview. Utilise your research regarding the organisation to develop your questions. For example you could use the following approach to asking a question: ""After researching your website I noticed that the organisation has grown rapidly in the last 18 months, what have you identified as being the biggest factor contributing to such growth?"
- After the interview send a Thank You Letter.

## **Investigate Interview**

Education and the arts

07 3345 5645

Recognized training organisation in the delivery of apprenticeships, traineeships to individuals to gain qualifications, long-term employment and improve national skills shortages. Delivering education to individuals with identified learning difficulties. Promoting independence and raising aspirations, for those seeking to gain suitable employment.

In the UK I have the relevant qualifications to teach in the post 16-sector. Would this be acceptable within your company?

What further qualifications would need to gain-to-gain employment with your organisation?

Do you offer in house training and what is it?

Do you support your staff in promotion opportunities and how do you decide who is suitable for this?

Do you employ volunteers within your company and would they be considered for paid employment if a suitable position arose?

## **Networking**

The following: Family, friends, Job Networks, online applications.

Preferred employment, skills able to perform, potential employers, previous experience, qualifications gained.

## **POST PLACEMENT SUPPORT**

How would you like to remain in contact with your Employment Consultant and what support would you like now that you have started your new job?

Email yes

What tasks have you evaluated that will be part of your new role?

I will be responsible for: - Meeting and greeting clients. Delivering required training. Completing relevant documentation, both paper based and electronic. Providing follow up support as required.

What skills do you need to learn in your new role?

Australian legislation regarding government benefits payments.

How are you going to plan you day and week?

Prioritise task

Hour by hour

Weekly yes

Are you going to use your daily and weekly planner as part of your appraisal process with your employer? Yes

Are you able to provide copies of your pay slips? Yes

## **Personal Career Plan**

### **Location**

How will you get to your job each day? Public Transport

List suburbs and locations that your can access easily and those that are reasonable to get to.

Cannon Hill

Carindale

Fortitude Valley

Carina

Morningside

Stones Corner

### **Financial Considerations**

What is the award rate of pay for the industry you are applying for? \$45,000.00 per annum

What expenses do you need to consider so that you can budget to get to work on a weekly basis?

Public Transport	\$15		
Petrol	Registration	Car Insurance	
Maintenance	Childcare Fees	Work Clothes	\$50
per month			

Are there any subsidies that you can access to assist you with childcare?

NO

Is your employer entitled to any wage subsidy for employing you?

NO