Marco Dasso

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Exercise 11.3: Analyzing your Accomplishments

List 10 achievements that give you the most personal satisfaction. These could be things that other people wouldn't notice. They can be accomplishments you've achieved recently or things you did years ago.

Learning a new skill and language.

What skills or knowledge did you use?

For learning a new skill or language, you may have used cognitive skills like memory, attention, perception, and language acquisition. You also might have used research, practice, and feedback to improve your skills.

What personal traits did you exhibit?

You may have exhibited traits like curiosity, dedication, perseverance, and open-mindedness to learn and master a new skill or language.

What about this accomplishment makes it personally satisfying to you?

Learning a new skill or language can give a sense of personal growth, confidence, and empowerment. It can also broaden your horizons, connect you with new people and cultures, and enhance your career prospects.

Completing a marathon.

What skills or knowledge did you use?

For completing a marathon or other endurance event, you may have used physical skills like stamina, strength, and coordination. You may have also used knowledge of training techniques, nutrition, and pacing.

What personal traits did you exhibit?

You may have exhibited traits like discipline, resilience, determination, and self-motivation to complete a demanding physical challenge.

What about this accomplishment makes it personally satisfying to you?

Susanne Hartl

BUS32

03/27/2023

Completing an endurance event can give a sense of accomplishment, pride, and physical well-being. It can also be a way to raise money for charity or inspire others to pursue their fitness goals.

Finishing a challenging academic program degree.

What skills or knowledge did you use?

For finishing a challenging academic program or degree, you may have used cognitive skills like critical thinking, research, analysis, and communication. You may have also used specialized knowledge in a particular field.

What personal traits did you exhibit?

You may have exhibited traits like intellectual curiosity, perseverance, self-discipline, and time management to succeed in a rigorous academic program.

What about this accomplishment makes it personally satisfying to you?

Finishing a challenging academic program or degree can give a sense of intellectual achievement, career advancement, and personal growth. It can also open up new opportunities for learning and professional development.

Overcoming a fear

What skills or knowledge did you use?

For overcoming a fear or phobia, you may have used cognitive skills like exposure therapy, relaxation techniques, and cognitive restructuring. You may have also used knowledge of the causes and symptoms of anxiety.

What personal traits did you exhibit?

You may have exhibited traits like courage, persistence, and self-awareness to confront and overcome a fear or phobia.

What about this accomplishment makes it personally satisfying to you?

Overcoming a fear or phobia can give a sense of liberation, confidence, and empowerment. It can also improve your quality of life by reducing anxiety and avoiding avoidance behaviors.

Susanne Hartl

BUS32

03/27/2023

Making a significant career change.

What skills or knowledge did you use?

For making a significant career change, you may have used skills like networking, job search, resume writing, and interview preparation. You may have also used knowledge of the job market, industry trends, and transferable skills.

What personal traits did you exhibit?

You may have exhibited traits like adaptability, creativity, risk-taking, and perseverance to navigate a career change.

What about this accomplishment makes it personally satisfying to you?

Making a significant career change can give a sense of fulfillment, purpose, and growth. It can also align your career with your values, interests, and aspirations.

Starting a successful business

What skills or knowledge did you use?

For starting a successful business or entrepreneurial venture, you may have used skills like market research, business planning, financial management, and marketing. You may have also used knowledge of the industry, customer needs, and emerging trends.

What personal traits did you exhibit?

You may have exhibited traits like creativity, vision, risk-taking, and persistence to launch and grow a successful business.

What about this accomplishment makes it personally satisfying to you?

Starting a successful business or entrepreneurial venture can give a sense of autonomy, financial freedom, and social impact. It can also challenge you to learn and apply new skills and ideas.

Completing a personal project

What skills or knowledge did you use?

For completing a personal project or hobby, you may have used a variety of skills and knowledge depending on the nature of the project or hobby. It could involve creative skills like

Susanne Hartl

BUS32

03/27/2023

writing, painting, or crafting, technical skills like programming or DIY projects, or physical skills like gardening or woodworking.

What personal traits did you exhibit?

You may have exhibited traits like creativity, passion, patience, and focus to bring a personal project or hobby to completion.

What about this accomplishment makes it personally satisfying to you?

Completing a personal project or hobby can give a sense of creative expression, personal fulfillment, and relaxation. It can also provide a sense of accomplishment and pride in creating something unique.

Conquering a personal fitness goal.

What skills or knowledge did you use?

For conquering a personal health or fitness goal, you may have used physical skills like endurance, strength, and coordination. You may have also used knowledge of exercise physiology, nutrition, and healthy habits.

What personal traits did you exhibit?

You may have exhibited traits like discipline, motivation, perseverance, and self-care to achieve a personal health or fitness goal.

What about this accomplishment makes it personally satisfying to you?

Conquering a personal health or fitness goal can give a sense of physical well-being, confidence, and self-esteem. It can also improve your quality of life and inspire others to pursue their own health and fitness goals.

Helping someone in need.

What skills or knowledge did you use?

For helping someone in need, you may have used interpersonal skills like empathy, compassion, and active listening. You may have also used practical skills like problem-solving, resourcefulness, and communication.

Susanne Hartl

BUS32

03/27/2023

What personal traits did you exhibit?
You may have exhibited traits like kindness, generosity, altruism, and a willingness to help others.
What about this accomplishment makes it personally satisfying to you?
Helping someone in need can give a sense of purpose, connection, and empathy. It can also make a positive impact on the lives of others and contribute to a better world.

Completing a volunteer project or community service.
What skills or knowledge did you use?
For completing a volunteer project or community service, you may have used skills like leadership, teamwork, communication, and organization. You may have also used knowledge of social issues, community needs, and volunteer opportunities.
What personal traits did you exhibit?
You may have exhibited traits like social responsibility, empathy, citizenship, and a commitment to making a positive impact in your community.
What about this accomplishment makes it personally satisfying to you?
Completing a volunteer project or community service can give a sense of civic engagement, social connection, and a contribution to a greater good. It can also inspire others to get involved in their communities and create positive change.

Exercise 11.4 Remembering What You've Done
Use the following list to jog your memory about what you've done. For each item, give three or four details as well as a general statement.

Used facts and figures to gain agreement on an important point:
Details: During a team meeting, there was a debate about the effectiveness of a particular marketing strategy. To gain agreement on the best approach, I presented data on past campaign performances, target audience demographics, and competitor analysis. I also highlighted the

potential risks and benefits of each approach and opened up the floor for discussion. Through this process, we were able to come to a consensus on the best strategy to pursue.
General statement: By using data and analysis to inform decision-making and facilitating open communication, I was able to help a team reach a consensus on an important marketing strategy.

Identified a problem that a group or organization faced and developed a plan for solving the problem:
Details: While working for a non-profit organization, I noticed that volunteer retention was low. After researching the issue and talking to volunteers, I developed a plan that included more training and recognition programs. We also started sending regular communication updates to volunteers to help them feel more connected to the organization.
General statement: By identifying a problem and taking a proactive approach, I was able to improve the overall experience for volunteers and increase their engagement with the organization.

Made a presentation or a speech to a group:
Details: As part of a marketing campaign, I was asked to present the benefits of a new product to a group of potential customers. I prepared a visual presentation that included data on the product's performance and testimonials from satisfied customers. During the presentation, I engaged with the audience, answering their questions and addressing their concerns.
General statement: By preparing a thorough and engaging presentation, I was able to effectively communicate the value of the product to potential customers.

Won the goodwill of people whose continued support was necessary for the success of some long-term project or activity:
Details: While managing a team for a large project, I made sure to regularly communicate with team members and address any concerns or issues they had. I also recognized their contributions

and showed appreciation for their hard work. This helped build trust and loyalty, which was essential for the success of the project.
General statement: By maintaining positive relationships with team members, I was able to secure their ongoing support and commitment to a long-term project.

Interested other people in something that was important to you and persuaded them to take the actions you wanted:
Details: While volunteering for a community organization, I wanted to increase awareness of the organization's mission and activities. I started reaching out to local media outlets and creating social media posts to highlight the organization's work. I also reached out to individuals and organizations to build partnerships and collaborations.
General statement: By being proactive in sharing the organization's mission and activities and building relationships with others, I was able to inspire action and support for the organization's work.

Helped a group deal constructively with conflict:
Details: While working on a team project, tensions arose between two team members. I met with each of them separately to hear their concerns and perspectives. I then facilitated a group discussion that allowed both team members to share their feelings and come up with a resolution.
General statement: By listening to each team member's perspective and facilitating a constructive discussion, I was able to help the group move past conflict and continue working collaboratively.

Demonstrated creativity:
Details: While working on a marketing campaign, I came up with a unique concept that incorporated user-generated content. We encouraged customers to share photos and stories related to our product on social media, which we then featured in our advertising. This helped to create a more authentic and engaging campaign.

Susanne Hartl

BUS32

03/27/2023

General statement: By thinking outside the box and coming up with a creative approach, I was able to generate excitement and engagement for a marketing campaign.

Took a project from start to finish:

Details: I was tasked with developing a new website for a small business. I worked with the client to understand their needs and preferences, created a detailed project plan, designed the website layout, and coordinated with a web development team to build and launch the website. I also conducted user testing and made adjustments based on feedback.

General statement: By taking ownership of the project and seeing it through every stage of development, I was able to successfully deliver a high-quality website that met the client's needs.

Created an opportunity for yourself in a job or volunteer position:

Details: While volunteering for a non-profit organization, I identified a need for a particular service in the community. I pitched the idea to the organization's leadership and was given the opportunity to spearhead the development of the new program. This not only helped me gain valuable experience but also made a positive impact in the community.

General statement: By being proactive and identifying opportunities, I was able to create a new role for myself within an organization and contribute to its success.

Used good judgment and logic in solving a problem:

Details: While working on a project, I encountered an unexpected challenge that threatened to delay the timeline. I analyzed the situation, consulted with experts, and proposed a solution that involves reallocating resources and adjusting the project plan. The solution was successful, and the project was completed on time.

General statement: By using a logical and strategic approach to problem-solving, I was able to overcome obstacles and ensure the success of a project.

Exercise 12.11: Performing a Needs Analysis

Susanne Hartl

BUS32

03/27/2023

Identify a specific job posting you are interested in and list its requirements. Analyze the needs of the job and identify your personal strengths and qualifications to obtain it.

The job posting is for a Marketing Manager position, and the requirements include:

- Bachelor's degree in Marketing, Communications or related field
- 5+ years of experience in marketing management
- Strong leadership and team management skills
- Experience developing and executing marketing campaigns across various channels
- Excellent communication and presentation skills
- Analytical skills and experience with data analysis tools
- Familiarity with marketing automation software and CRM systems

Firstly, I would need to have a Bachelor's degree in Marketing or a related field, which I am pursuing right now. I have experience in project management and leading teams in various settings. I have excellent communication and presentation skills, which I have demonstrated through my responses to your questions. Although I do not have specific experience with marketing automation software and CRM systems, I have the ability to learn new software quickly and adapt to new technologies.

Overall, I believe my strengths in leadership, communication, and data analysis, along with my ability to learn new software quickly, make me a strong candidate for this Marketing Manager position.