

# Case 1: Dave Armstrong

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October 30, 2023

## 0.1 Analyse Dave Armstrong's professional profile; do a SWOT analysis and analyze the conclusions reached regarding his professional skills. Reason and explain the results explained

The SWOT stands for Strengths, Weaknesses, Opportunities and Threats, and can be used to assess the internal and external factors that affect a company's performance. [Gurl, 2017]

In this situation, a SWOT analysis of Dave's professional profile would look like this:

- **Strengths:** Withing the strengths we want to include the points in which Dave excels and would separate him from other potential candidates.

- Dave has a bachelor in arts and is almost completing his MBA Program at a reputed university. More than 82 percent of adults with a bachelor's degree are employed in the United States, versus only 56 percent of adults without higher education.[Omar et al., 2012]. Dave's degree will give him an advantageous position in the job market.

- He has 7 years of professional experience in sales, job experience is required in at least 40 percent of the published ads, giving Dave a nice head start against other candidates for similar positions.

- **Weaknesses:** Characteristics that may prevent Dave from developing his full potential. Improvement areas.

- Dave has trouble making decisions and tends to just do things without the right analysis and planning.

- Dave has been trying to sell an oil lease for several months, he thinks it's a pretty good deal, so this would indicate that either he lacks certain key knowledge in the oil industry or his sales skills are not sufficient. In both scenarios, development would be needed in order to make Dave work in this field.

It also seems like he lacks knowledge of the oil industry since he has tried for the past months to sell an oil lease without success. It seems like he is not a specially clever salesman.

- **Opportunities:** Favorable external factors. At the moment, Dave has 3 different job opportunities and a deal with an exploration company in Kentucky.

- Job A would give him the possibility to invest in an innovative idea that would potentially bring him financial upside.

- Job B would give him the chance to participate in a profitable short-term deal and the possibility to make contact with buyers and sellers.

- Job C would give Dave stability and the opportunity to learn about the oil industry.

- **Threats:** Factors that have the potential to harm Dave's career. Each of the jobs have some threats Dave may want to think about before making his decision.

- Job A has a high initial investment and since it's a new business idea it may end up failing and leaving Dave in debt.

- Job B is a short-term deal that may dry up before Dave manages to launch his business.
- For Job C, Dave would need to wait 6 to 12 months and his salary would be lower than before he studied the MBA.

Another threat is that he needs to make a decision within a couple of weeks, so he does not have the time to make a detailed analysis of the market concerning job offers A and B. Here he's taking the risk of choosing to start a business without the proper market research.

He does not have the initial equity to support creating a new business, having to go into debt to finance potential new companies. His lack of knowledge in certain fields may hold him back.

From my point of view, Dave's selling skills are not as developed as someone would like if they wanted to live on commissions, but his recent MBA would allow him to manage a company in case the opportunity is given.

## **0.2 Using the results obtained in point 1, draw up a plan for improving skills for Dave Armstrong's profile. Reason and explain your proposals.**

Based on the personal weakness described in point 1, my recommendation for Dave would be to improve both his skills in sales and his personal knowledge of the oil industry. - Sales: He would get a commission for every sale and up until now he was not able to sell blablabla - Oil industry: He has an opportunity in the oil sector, hence I would recommend him to improve his technical knowledge blabla

## **0.3 Which job would you recommend him to choose, based on the characteristics of each job offer and Dave Armstrong's professional profile? Justify your choice. Draw up a table showing the weighting for each of the offers received.**

JOB C. I don't feel like justifying now.

## **0.4 Do you think Dave Armstrong has a personal brand? If so, what would this be? What recommendations would you make for the future in terms of building a personal brand? Where would you begin? Reason and explain your answers**

## **References**

- [Gurl, 2017] Gurl, E. (2017). Swot analysis: A theoretical review.
- [Omar et al., 2012] Omar, N. H., Manaf, A. A., Mohd, R. H., Kassim, A. C., and Abd Aziz, K. (2012). Graduates' employability skills based on current job demand through electronic advertisement. *Asian Social Science*, 8(9):103.