



Self-Assessment



Self-assessment

Self-assessment is an extremely valuable process when you are making a change in your career. It gives you a structure for your career plan and allows you to not only take stock of your career but can also remind you of achievements that you may have forgotten. The chances are that you have had projects that you have worked on during your professional life that have allowed you to develop not only your technical skills but also your soft skills such as communication and motivation. Going through a process like this one below allows you to pick out the strengths that you consider to be useful, transferable skills in a new job. This self-assessment process allows you to package your skills, strengths and achievements in a way that a potential employer can easily envisage them adding value to their business.

This self-assessment process covers the following topics:

- Your communication style

This will be determined by your traits, values and motivations. Amongst other areas each of these inform your communication style. There are four main types of communicator. Each have their own positive traits and challenges, that is, there is no one 'correct' style of communication. Combined with the explanation in the lesson, the summary below will give you a strong comprehension of your default communication style. You will also begin to understand the communication styles of others so that when you are applying for a job you can use this knowledge to build rapport. The four main communication styles we will cover are:

- The Logical Communicator
- The Instinctive Communicator
- The Practical Communicator
- The Connected Communicator
- OAR

During your professional life you will have been involved with many projects and situations where you will have used knowledge or skills you already had or you will have had to develop new ones. The OAR process is where you look at the *Opportunities* you were presented with, the *Approach* you took and *Results* you achieved. This will tell a prospective employer in very clear terms how you perform in your professional life and how you can be utilised in their company.

- Action verbs

When creating your accomplishment statements it is important to phrase them in a way that implies good energy, purpose and ultimately highlights the end result. Use the list of action verbs we have provided when creating your accomplishment statements.

- Accomplishment statements

Regardless of the format you decide on for your CV or whether or not you are moving industry, you need to spell out in no uncertain terms what you have achieved in previous employment. These achievements must be unambiguous in how they helped your employer reduce costs, improve efficiency or increase profits. Follow our guidelines and examples from the lesson to construct your personal accomplishment statements.

- SWOT analysis

SWOT analysis is not new but it is a vital component for your self-assessment. The first two parts, Strength and Weaknesses are directed towards you. Knowing your weaknesses before committing your CV to paper will allow you to mitigate the possible shortcomings in your knowledge and skills for the job you want. Whereas the second part of the SWOT analysis, Opportunities and Threats are directed towards the industry you are in or are moving into. This will give you clarity on where you see your strengths lying as well as giving you a topic to discuss in your cover letter.



Impact on your life

Consider how each of these areas will be impacted both positively and negatively when you change jobs:

Health	
Pros	Cons
•	•
•	•
•	•
•	•

Wealth	
Pros	Cons
•	•
•	•
•	•
•	•

Family	
Pros	Cons
•	•
•	•
•	•
•	•

Friends	
Pros	Cons
•	•
•	•
•	•
•	•



When you have weighted up the positives and negatives for how a change in job will impact each of the main areas of your life you can then allow it to begin to colour the picture of the areas where you want to improve your standing versus the areas where you want to move away from. All of this combined is going to aid you in narrowing the search for your ideal job.

Your communication style

The Logical Communicator

- like hard data
- real numbers
- suspicious of people who aren't in command of the facts and data
- like very specific language and dislike vague language
- little patience for lots of feeling and emotional words in communication

Example, when someone tells you that sales are pretty good a logical communicator is going to think 'what does pretty good mean?' You will want the **actual** number.

Pro

- able to look at issues logically and dispassionately
- others tend to see you as having high-levels of data and informational expertise
- seen as a consistent force for progress
- cut through smokescreens of untested ideas and emotions
- effectively organise
- Great at executing a plan

Con

- may strike certain people as being cold or unfeeling. For example
- can have negative political and relational consequences
- overly cautious and conservative
- bogged down in weighing, checking, testing and researching
- criticised for being impersonal or mechanistic

OVERALL

- Be precise
- Be logical and systematic
- Do not rush Logical thinkers
- A consistent force for progress and organisation
- Focuses on facts and reasoning



The Instinctive Communicator

- likes the big picture
- avoid getting bogged down in details
- cut right to the chase
- prefer a broad overview instead of linear
- Places high value on ideas, innovation and long-term thinking
- A leader and visionary with fresh approaches
- Focuses on concepts and possibilities
- imaginative input motivates those around them

example, some people, like Functional communicators, will tell you things step-by-step (they start with A, then go to B, then C, then D, then E, etc.). But this can drive you nuts; you'd rather jump right to Z.

Pro

- quick and to the point. Doesn't get stalled by needing too many details
- comfortable with big ideas and out-of-the-box thinking
- enjoy challenging convention
- can cut through the layers of tradition or past practices and focus on the essence of a situation

Con

- may not always have enough patience when in a situation that actually requires getting into nitty-gritty detail most difficulty dealing with Practical communicator
- may be seen as "long on vision, short on action."
- may avoid some of the tedious details

OVERALL

- Plan ample time and prepare an agenda
- Discuss philosophy
- Present an overview
- Stress long-term planning
- Emphasise creativity



The Practical Communicator

- like processes
- more concerned with detail
- work by timelines
- well-thought-out plans
- communicate in a step-by-step fashion
- decisive
- Places high value on action; getting things done now
- A dynamic doer who moves ahead resourcefully and with determination
- Focuses on results
- place high value on action
- move ahead resourcefully and determinedly
- commit to action when they know that it is likely to work

Pro

- generally hits all the details and nothing gets missed
- on a team, people will often have confidence in your love of process and detail
- typically asked to play Devil's Advocate

Con

- may risk losing the attention of your audience, especially when you're talking to Instinctive communicators failing to sufficiently consider the long-range consequences
- more likely to skip steps in the planning process to get to the action steps
- impose their expectations, drive, high speed and zeal onto others
- overemphasise short-term results and act impulsively

OVERALL

- Identify results up front
- Do not offer multiple alternatives
- Stress practicality
- Be brief
- Think in pragmatic terms
- Reduced Cost
- Reduced Time
- Begin with the executive Summary
- Talk about results First
- Emphasise money/Time



The Connected Communicator

- emotional language and connection, and use that as your mode of discovering what others are really thinking
- find value in assessing how they feel
- tend to be a good listener and diplomat
- can smooth over conflicts
- typically concerned with the health of your numerous relationships
- perceived as dynamic and stimulating
- ability to note discrepancies between speech and expression or between outward behaviour and inward feeling
- ability to sort out complex emotional problems and situations
- to interpret the meanings of behaviour
- likely to anticipate or predict the way others may respond to a projected change or action

Pro

- can build deep personal relationships with others
- often the 'glue' that holds groups together
- typically able to pick-up 'vibes' that others may miss due to being attuned to the emotional aspect of communication
- can see and position change in ways that reduce resisting forces

Con

- can occasionally be derided as 'touchy-feely'
- possible for Personal communicators to become exasperated and emotionally upset
- more concerned with the process of interaction than with its content
- less interest in developing concepts, plans or programmes than they do in assessing
- rely less on analysis and more on "gut feeling"
- perceived as being defensive or over-reactive

OVERALL

- Allow for small talk
- Be informal and if possible disclose information about yourself
- Emphasise your positive impact on others
- Show how your ideas have worked well in the past
- Talk about how others have reacted to your ideas

Conclusion

When it comes to communication styles - one style isn't better than another. Firstly, understand your own particular communication style so you can match your communication style to that of your audience. Whether you're speaking with your boss, a small sales meeting, your employees or an audience of thousands, matching your communication styles to the folks you need to hear your words is an essential step to effective communication. As you begin to analyse this aspect of your personality consider the fact that you most likely will have a dominant style but you can easily move between each of the styles depending on the situation you find yourself in.



Experience inventory

OAR - 1

Opportunity – State the opportunity that presented itself:

Approach – describe the approach you took to the opportunity to meet the objective:

Result – Explain how your approach to the opportunity resulted in a positive outcome. Where possible talk about numbers to emphasise your point. Where this is not possible, qualify the impact of your approach:

OAR - 2

Opportunity – State the opportunity that presented itself:

Approach – describe the approach you took to the opportunity to meet the objective:



Result – Explain how your approach to the opportunity resulted in a positive outcome. Where possible talk about numbers to emphasise your point. Where this is not possible, qualify the impact of your approach:

OAR - 3

Opportunity – State the opportunity that presented itself:

Approach – describe the approach you took to the opportunity to meet the objective:

Result – Explain how your approach to the opportunity resulted in a positive outcome. Where possible talk about numbers to emphasise your point. Where this is not possible, qualify the impact of your approach:

Questions to prompt you with writing an OAR:

- What projects did I work on?
- Did I get promoted?
- Did I spot an inefficiency? (even if I was not in a position to action a solution)
- Did I automate a processes to the betterment of the company?



Accomplishment statements

Examples of accomplishment statements:

- *Expanded sales by 25% by increasing reaching out to dormant clients*
- *Reduced the annual security operating budget 22% by negotiating and implementing new and improved security partners*
- *Saved €75,000 in costs annually by consolidating accounting best practice, analysis and forecasting activities*
- *Prepared and presented training on computer system for entire company, saving the company €51,000 annually*

Use the following list of action verbs to aid you in the construction of your statements:

Accelerated	Composed	Enabled
Accomplished	Computed	Encouraged
Achieved	Conceived	Endured
Acquired	Conceptualised	Engineered
Acted	Conducted	Enlisted
Activated	Confronted	Entertained
Adapted	Consolidated	Established
Addressed	Constructed	Estimated
Adjusted	Contacted	Evaluated
Administered	Contained	Examined
Advanced	Continued	Exchanged
Advised	Contracted	Executed
Allocated	Contributed	Exercised
Analysed	Controlled	Exhibited
Annotated	Convened	Expanded
Anticipated	Coordinated	Expedited
Applied	Corresponded	Experimented
Appraised	Counselled	Explained
Approved	Created	Explored
Arranged	Critiqued	Extracted
Articulated	Cut	Fabricated
Assembled	Decreased	Facilitated
Assessed	Defined	Familiarised
Assigned	Delegated	Fashioned
Attained	Delivered	Financed
Audited	Demonstrated	Focused
Authored	Derived	Forecast
Automated	Designed	Forecasted
Balanced	Detected	Formulated
Briefed	Determined	Fostered
Budgeted	Developed	Founded
Built	Devised	Generated
Calculated	Diagnosed	Grouped
Catalogued	Directed	Guided
Categorized	Discovered	Headed
Chaired	Dispatched	Identified
Changed	Dispensed	Illustrated
Channelled	Displayed	Implemented
Charted	Distinguished	Imposed



Clarified	Distributed	Improved
Classified	Diversified	Increased
Coached	Drafted	Indoctrinated
Coded	Dramatized	Influenced
Collaborated	Earned	Informed
Collected	Edited	Initiated
Communicated	Educated	Innovated
Compared	Effected	Inquired
Competed	Elicited	Inspected
Compiled	Eliminated	Installed
Completed	Employed	Instigated
Instilled	Prioritised	Shared
Instituted	Processed	Simplified
Instructed	Produced	Solicited
Insured	Programmed	Solidified
Integrated	Projected	Solved
Interpreted	Promoted	Specified
Intervened	Protected	Stimulated
Interviewed	Provided	Streamlined
Introduced	Publicised	Strengthened
Invented	Publicized	Studied
Inventoried	Published	Succeeded
Investigated	Purchased	Suggested
Judged	Questioned	Summarised
Launched	Recommended	Summarized
Lectured	Reconciled	Supervised
Led	Recorded	Supported
Listened	Recruited	Surveyed
Located	Reduced	Synthesized
Maintained	Referred	Systematized
Managed	Regulated	Systemised
Marketed	Rehabilitated	Tabulated
Mastered	Reinforced	Targeted
Measured	Remodelled	Taught
Mediated	Rendered	Tested
Modelled	Repaired	Serviced
Moderated	Reported	Set
Modified	Represented	Shaped
Moulded	Reproduced	Prescribed
Monitored	Researched	Presented
Motivated	Resolved	Presided
Negotiated	Responded	Trained
Observed	Restored	Translated
Obtained	Restructured	Travelled
Operated	Retained	Trimmed
Organised	Retrieved	Tutored
Organized	Reviewed	Up
Originated	Revised	Updated
Outlined	Revitalised	Upgraded
Overhauled	Rewrote	Utilized



Oversaw
Participated
Perceived
Performed
Persuaded
Planned
Predicted
Prepared

Routed
Saved
Scheduled
Schooled
Screened
Searched
Selected
Served

Validated
Verified
Visualized
Worked
Wrote

Achievement Statement 1:

Achievement Statement 2:

Achievement Statement 3:

Achievement Statement 4:

Achievement Statement 5:



SWOT analysis

Strengths

What are your professional strengths? Include evidence:

Willing to improve myself constantly. I have several diplomas and I have just graduated.

Weaknesses

What are your professional weaknesses?

I have serious problems in my life and it's affecting my mind making me feel worried all the time and I think people can feel that I'm unbalanced and uncertain, which makes them feel uncomfortable toward me.

Opportunities

What are the opportunities that your industry is enjoying? Include evidence:

Threats

What are the threats that face your industry? Include evidence:

Self - Assessment Summary

Overall when it comes to applying for a new job there are many moving parts. However, using this self-assessment process is going to aid you in making sense of somethings you may have forgotten with regards to your strengths, skills and knowledge. You will have clarity on your preferred communication style and with the high level table below you can approach any preferred company with the questions outlined below:



Can you do the job?

Do you have the required knowledge? This could mean you have completed the correct qualifications.

Do you have the skills? Have you applied the knowledge in a practical scenario over a sustained period of time?

Do you have the traits? Can you display the personality qualities necessary to do the required job?

Will you do the job?

Do your natural interests lie in this general area or do you have interests that complement the field to which you are applying?

Are you motivated to perform the job? Can you display to an employer that you are driven to do that job. This is vital for a securing a job offer.

Will you be satisfied doing this job? A simple question but you need to be able to tick the box in the affirmative otherwise you will have your head turned by other opportunities sooner rather than later and you will be forced to begin the process all over again.

Company fit

Is it a fast moving business whereas you would prefer to move at a slower pace?

Is there a big partying culture that you would not be comfortable with?

What are the aspects of your values that matter most to you? Is the business you are applying to predominantly profit focussed but you have ambitions to make a positive change in the world.

Any you are missing can you mitigate against it? Can you tick that box in another way?

Any employers worthy of your time will be asking themselves these questions so before you apply for a job ensure that you can tick as many of these boxes as possible in the CV that you submit.

Can do	Will do	How fit
<ul style="list-style-type: none">Knowledge	<ul style="list-style-type: none">Interests	<ul style="list-style-type: none">Environment
<ul style="list-style-type: none">Skills	<ul style="list-style-type: none">Motivators	<ul style="list-style-type: none">Culture
<ul style="list-style-type: none">Traits	<ul style="list-style-type: none">Satisfiers	<ul style="list-style-type: none">Values



In your next job:

What do you want more of in your next position?

What do you want less of in your next position?

