BPP Coursework Cover Sheet

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Programme	MSc Management
Module name	Personal Effectiveness
Schedule Term	
Student Reference Number (SRN)	**BP0271425**
Report/Assignment Title	
Date of Submission *(Please attach the confirmation of anyextension received)*	

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BPP School of Business and Technology

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Introduction

Personal effectiveness is a specific branch of self-help management that is associated with self-improvement (Vipinkumar *et al.* 2018). In simple words, personal effectiveness means getting the best out of oneself. It is often associated with the positive well-being of an individual. The set of talents, skills, experiences, and knowledge are the primary factors of personal effectiveness that pushes us towards our goals both in our personal life and professional life. By doing so, it inflicts a sense of achievement in individuals. According to some researchers, personal effectiveness is the first comprehensive step towards achieving goals in real life (Covey 2020). Some theories, on the other hand, have defined personal effectiveness as the ability to cope with the changes or adaptability of an individual (Woods 2017). Personal development is the most commonly used term for self-improvement. It helps a human being build human capital, develop personal capabilities, enhance the probability of employability, and thereafter improve the quality of life. Researchers have classified personal development into three types: physical development, mental development, and emotional development (Ryan *et al.* 2016). The pillars of personal development are: emotional, social, personal, mental, financial, spiritual, intellectual, environmental, and nutritional. There is a deep relationship between personal effectiveness and personal development. The approach drives individuals to the path of success by maximizing the utilization of the set of talents, skills, experiences, and knowledge. The aim of the report is to evaluate how people learn from personal development, appraising the key skills and behaviors required in the professional context and thereby demonstrating the understanding of each individual method of supporting personal effectiveness in a professional environment. The study would begin by critically evaluating the leadership style of the business leaders as well as that of mine and thereafter the effectiveness of the online platforms in influencing and improving personal effectiveness would be analyzed with the help of relevant theories and case studies.

Task 1:

Case Study Review

Assessing how the different business leaders demonstrate or lack key skills or behaviors of personal effectiveness using the CEO genome projects

Dynamics of Experiential Learning: Elon Musk

The first case study that is to be evaluated for the purpose of study involves the learning style of Elon Musk. The chairman of Bain and Company had coined a new term 'expert-generalists' to define Elon Musk. According to the analysis, his learning style is somewhat similar to that of the phrase "Jack of all trades, master of none." Elon Musk has expertise in multiple fields such as engineering, physics, artificial intelligence (AI), rocket science, and many more. Over the years, he has been able to acquire deep knowledge of all the aforementioned subjects. However, due to his lack of focus on a particular field or a lack of consistency, there has always been a gap in his knowledge. Despite that fact, the expert generalists would be better off compared to the others as they would have an information advantage (also known as the 'innovation advantage').

Elon Musk has always been oblivious to learning transfer. 'Learning transfer' is often referred to as learning something in a particular context and then applying it to a completely different context. Elon Musk's emphasis on cognitive learning and application-based learning sets him apart from the others (competitors). In conclusion, it can be stated that Elon Musk's thirst for knowledge, willingness to explore different fields of studies (innovative advantage and learning transfer), cognitive learning and application-based learning have made him an expert generalist (Paramatasari 2019). However, one of the key downsides of being an expert generalist is that due to the lack of specialization in any particular field, the expert generalists can be easily replaced by someone who has made the effort to acquire specialization in that particular field as the other individuals would be more relevant to the specific job role.

Succeeding in Recruitment

Apple as a company has a greater business size and complexity. Hence, landing a job at Apple can be quite difficult for even highly-skilled employees. While applying for a job at Apple, the applicants need to follow the usual procedures of job application and showcase their passion for sustainability and innovation. The hiring procedure is quite competitive as well. Hence, it can be stated that recruiters learn about the qualities and qualifications of the employees from the interview rounds, and based on that information, they make a judgment on whether they should be selected for the job or not. The chances of getting selected are higher for those who are better at showcasing their set of skills, knowledge, and expertise.

Observational learning helps in assessing the behaviors, attitudes, and emotional expressions of the individuals involved in the interview process. Albert Bandura was the first American

psychologist to put forward a theory on observational learning known as 'the social learning theory' (SLT) (Rumjaon and Narod 2020). However, one of the major drawbacks of this learning style is that sometimes it can reinforce negative behaviors as well.

Feedback and Constructive Criticism

There are plenty of qualities that can be acquired from constructive criticism. In this aspect, the example of Oscar Munoz would be ideal to understand the learning style. The boss of United Airlines, Oscar Munoz had received a lot of heat from the media and based on those responses, he has corrected his mistakes or any shortcomings that he felt were true. In addition to that, the example of Vlatka Hlupic seconds the analysis. This learning technique is often referred to as the 'experiential learning style' or 'learning from doing'. Experiential learning can open paths for creativity as well as the individuals' attitude toward learning. However, the major disadvantage of the experiential learning style is that it can lead to questioning the conventional learning styles of others (Andresen, Baud and Cohen 2020).

Task 2:

Evaluation of learning styles

Assessing my main learning style and explaining its strengths and limitations

I believe my learning style is a combination of social learning style and visual learning style. Albert Bandura was the first American psychologist to put forward a theory on observational learning known as 'the social learning theory' (SLT). The individuals having this specific learning style are more interested in learning from observing other individuals and imitating them. According to the researchers, one of the greatest drawbacks of this theory is that sometimes it can reinforce negative behaviors as well. Needless to say, I have a knack for observing people, very patiently. I am an ambivert but whenever I am at a social event instead of talking to everyone and socializing, I find myself observing the behaviors of every individual in that room. An example would help me elaborate on why I think my main learning style is social learning style. As a child, I was into mystery books and tv shows. Still, now thriller is my favorite genre. Over the years, after observing how the cases are solved by the detectives, I have acquired the skill myself. I am now adept at solving mysteries much before the

protagonist of the movie or series does that. Another example would help me explain this better. As an undergraduate student, I had a senior who was eloquent, knowledgeable, witty, and at the same time social. She was focused and an expert at juggling professional life and personal life. She mentored me throughout my college days. I observed her up close and learned a lot from her. Observing her I was able to work on my social skills and my communication skills which had helped me land internships at reputable firms.

The reason I think the visual learning style is one of my dominant learning skills is because as a grad student, I preferred learning from online videos and other forms of visuals rather than attending extra classes at the university. I was able to catch on quicker through the visual representation. This learning style of mine has helped me survive the pandemic. I am familiar with the types of problems individuals have faced while taking online classes during the lockdown period. I have never faced that. I was quite comfortable with the online programs as the visuals have helped me focus more on the lessons, ideas, and thoughts (Ann and Carr 2017).

Critically evaluating my main learning style in relation to the challenges of learning online and remote working

As mentioned earlier, I believe my learning style is a combination of social learning style and visual learning style. The reason I think the visual learning style is one of my dominant learning styles is because as a grad student, I preferred learning from online videos and other forms of visuals rather than attending extra classes at the university. I have hardly faced any challenges with online learning. I was quite comfortable with the online programs as the visuals have helped me focus more on the lessons, ideas, and thoughts. I was able to catch on quicker through the visual representation. However, I have faced problems with online lecture sessions where there were no forms of visuals. I had a problem listening to all the important notes and keeping track of the information (Lu *et al.* 2018). I often got distracted and had to ask the instructor or the professor to repeat what they said so that I could bring my mind back on track. I have noticed that I am quite efficient at remembering patterns and maps and prefer communicating my thoughts through visual representation. I find it more efficient and understandable for everyone. Similarly, while remote working, I have never faced any problems understanding the topics and communicating freely. However, in long meetings that involved no presentations, it was difficult for me to keep myself alert from being zoned out.

The social isolation had raised a few challenges which made online learning and remote working somewhat more difficult for me. As mentioned earlier, the social learning style is one

of my dominant learning styles. The individuals having this specific learning style are more interested in learning from observing other individuals and imitating them (Truong 2016). During the period of social isolation, panic-strike behavior descended upon the individuals. Observing everyone go through hardships and developing paranoia, panic, and obsessive-compulsive disorder compelled me to behave in the same way. It has affected both my academic career and my work life. As mentioned earlier, one of the greatest drawbacks of this theory is that sometimes it can reinforce negative behaviors as well. I was able to experience that and correct those behaviors when we were under lockdown.

Task 3:

Analyzing the online platforms for developing personal effectiveness

Examining two online platforms for improving personal effectiveness

LinkedIn Learning

LinkedIn Learning is an online learning platform that caters to the needs of students coming from different academic fields. In this context, it must be mentioned that the courses are not only limited to academic improvement but also focuses on soft skill development. The courses and certificates at LinkedIn learning are available free of cost. All the courses that are available at LinkedIn Learning are expert-led however they do not have any interaction section nor do they have any separate section for doubt clearing which can be difficult sometimes mainly in the case of technical training. The reviews are quite reassuring. The majority have mentioned that their story-telling skills are noteworthy and can spike interest even among those who have a shorter attention span (Mishra *et al.* 2020).

Coursera

Coursera is an online platform that is globally recognized and they offer legit certifications from the IVY leagues. That is what sets the online platform apart from the rest. They have a wide range of tech courses and degree programs from universities around the world and they are self-paced (narang *et al.* 2022). Hence, the learners can take as much time as they need to

finish the course. Another unique feature that Coursera has but LinkedIn learning doesn't is the interactive session option. While opting for tech courses or degree programs, it is more convenient if we are provided with a platform to clear out doubts. Coursera offers that.

Analyzing which online platform is more appropriate for personal development based on the main learning style

After reflecting on my learning styles, I have learned that my learning style is a combination of social learning style and visual learning style. I preferred learning from online videos and other forms of visuals. I have faced problems with online lecture sessions where there were no forms of visuals. I had a problem listening to all the important notes and keeping track of the information (Al Rawashdeh *et al*. 2021). Hence, before enrolling in a course, I need to make sure the lectures have excellent storytelling techniques and visual representation. Both online platforms have these qualities. However, Coursera has an interactive session option. In case I miss out on any information during the lectures, I would be able to catch up while clearing my doubts. While opting for the tech courses or degree programs, it is more convenient if we are provided with a platform to clear out doubts as it is more complicated compared to other programs. All the courses that are available at LinkedIn Learning are expert-led however they do not have any interaction section nor do they have any separate section for doubt clearing which can be difficult sometimes mainly in the case of technical training. Additionally, Coursera is an online platform that is globally recognized and they offer legit certifications from the IVY leagues. That is what sets the online platform apart from the rest. Hence, enrolling in programs at Coursera would help me make an excellent first impression. Thus, Coursera is more appropriate for personal development based on the main learning style.

Conclusion

The aim of the report is to evaluate how people learn from personal development, appraising the key skills and behaviors required in the professional context and thereby demonstrating the understanding of each individual method of supporting personal effectiveness in a professional environment. Researchers have classified personal development into three types: physical development, mental development, and emotional development, and the pillars of personal development are: emotional, social, personal, mental, financial, spiritual, intellectual,

environmental, and nutritional. There is a deep relationship between personal effectiveness and personal development. Personal development is the most commonly used term for self-improvement and personal effectiveness is a specific branch of self-help management that is associated with self-improvement. After assessing the learning styles of the different business leaders, it has been observed that so far Elon Musk has been successful in conquering multiple academic fields because of innovative advantage. Although his knowledge of a particular field might be less than that of someone who has specialized in that particular field, it would still step him apart from the others because of his added advantage. After reflecting on my learning styles, I have learned that my learning style is a combination of social learning style and visual learning style. Needless to say, I have a knack for observing people, very patiently. Observing others I was able to work on my social skills and my communication skills which had helped me land internships at reputable firms. The reason I think the visual learning style is one of my dominant learning skills is because as a grad student, I preferred learning from online videos and other forms of visuals rather than attending extra classes at the university. Finally, analyzing the online platforms, I have discovered that Coursera is more effective for me.

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