



Build Your Brand

Building a Leadership Portfolio

Visit our website



Take note!

A reminder of the important dates – By **2 February 2025**, you should record an **invite to an interview** (if seeking employment) **or** a self-employment declaration (if seeking to be self-employed) at www.hyperiondev.com/outcome8. Additionally, you should record an **offer of a job** (if seeking employment) or evidence of obtaining **new work/contracts** (if self-employed or seeking to be) at www.hyperiondev.com/finaloutcome8 by **30 March 2025**. Please record these milestones as soon as you reach them.

A **limited** number of co-certifications will be awarded based on your achievement of all [four criteria](#) for successful completion of this Skills Bootcamp.

Introduction to Build Your Brand Tasks

Throughout your Skills Bootcamp, you will encounter several “Build Your Brand” (BYB) tasks. These tasks are designed to support you in building up skills and resources incrementally, equipping you to meet the Department for Education (DfE) requirements for career transition. These tasks will help you:

- Consider and formulate your career goals and leadership portfolio
- Create a top-notch CV (curriculum vitae, sometimes also called a résumé) and cover letter
- Build and polish your LinkedIn profile
- Search and apply for jobs or contracts
- Create a leadership portfolio showcasing your new skills

Along the way, we provide examples, tips, and tricks to aid your journey. Our Career Services support program is also available to help you transition into the leadership and management field.

Are you ready to get started? Let’s dive in!

BYB Task 1: Building a Leadership Portfolio

Building your leadership portfolio

Building a leadership portfolio involves creating a comprehensive collection of evidence that demonstrates your skills, experiences, and achievements as a leader. This portfolio can be a powerful tool for career advancement, personal development, and showcasing your leadership capabilities.

Your bootcamp will include four Build Your Brand tasks:

1. Building a Leadership Portfolio
2. Building your Professional Future
3. The Job Search
4. Getting Interview Fit

These tasks aim to help you build a robust and effective leadership portfolio. Each task will cover a series of steps that will build on one another to guide you through the process of building your portfolio.

Build Your Brand tasks overview

The following outline will provide you with an overview of what this process looks like and what you can expect from each task. Please note that each task will indicate the steps that will be covered in that task. As this is Task 1, *Building a Leadership Portfolio*, we will only be focussing on steps one and two of this task; the other tasks and their components are only listed for your reference.

Task 1: Building a Leadership Portfolio

- **Part 1:** Establishing your leadership philosophy
- **Part 2:** Setting your career goals and objectives

Task 2: Building your Professional Future

- **Part 1:** Gather evidence of your leadership experience
- **Part 2:** Launching your personal brand

Task 3: The Job Search

- **Part 1:** Building your professional brand with LinkedIn
- **Part 2:** Finding opportunities and applying for jobs/pitching for self-employed work
— Round 1

Task 4: Getting Interview Fit

- **Part 1:** Finding opportunities and applying for jobs/pitching for self-employed work
— Round 2
- **Part 2:** Getting interview ready
- **Part 3:** Final leadership portfolio

Creating a leadership portfolio is an ongoing process of reflection and documentation. It serves not only as a showcase of your capabilities but also as a tool for your continued growth and development as a leader.

Tips for organising your leadership portfolio:

- Table of contents: Include a clear table of contents for easy navigation.
- Introduction: Start with a brief introduction summarising your leadership experience and goals.
- Sections: Organise the portfolio into sections based on the types of evidence listed above.
- Appendices: Use appendices for supplementary materials that provide additional context or detail.

By systematically gathering and presenting this evidence, you can create a compelling leadership portfolio that effectively showcases your experience, achievements, and capabilities.

Although you are not required to present it for this task, you will be asked to submit a final leadership portfolio in your last Build Your Brand Task. We encourage you to keep all your information together in a secure place as you progress through your Build Your Brand Tasks.

Let's get started with the deliverables for this task!

BYB Task 1 answer template

The following link will prompt you to **make a copy** of the template you will use to record your responses for this task. Please ensure you **make a copy** of the document

and add your **name, surname, and email address** to the description to make sure your document is unique and identifiable when submitted (E.g. **Build Your Brand Task 1 - Jane Smith – jane_smith@gmail.com**). You will save this document as a PDF and upload it to your portfolio at the end.

- [BYB Task 1 Answer Template](#)

Part 1: Establishing Your Leadership Philosophy

A leadership philosophy is a personal framework that guides how a leader approaches their role and responsibilities. It encompasses their core beliefs, values, and principles about leading others. This philosophy influences how they interact with their team, make decisions, and handle various situations.

Key elements of a leadership philosophy often include:

1. **Leadership competency self-assessment:** A reflective tool used to evaluate your strengths and areas for development across key leadership skills. This assessment helps you understand your current abilities, identify areas for improvement, and align your personal growth with the competencies needed for effective leadership.
2. **Personal SWOT analysis:** A personal SWOT analysis is a self-assessment tool used to identify your Strengths, Weaknesses, Opportunities, and Threats. It's a way to gain insight into your capabilities and areas for improvement, as well as to understand external factors that could impact your personal or professional growth.
3. **Values and ethics:** The principles and standards that guide your behaviour and decision-making, such as integrity, fairness, and respect; your approach to empowering team members, supporting their growth, and building a positive work environment; how you convey information, provide feedback, and foster open dialogue within your team.

A well-defined leadership philosophy helps leaders remain consistent and authentic in their approach, build trust with their team, and effectively steer their organisation toward its goals.

Let's get started by digging a bit deeper into each of these and looking at some examples of how you can go about building your leadership philosophy.

Your leadership competencies

Reflecting on your leadership competencies is crucial for understanding your strengths and areas for development. This reflection helps you align your personal and professional growth with the core competencies needed for effective leadership.

Leadership competencies encompass a range of skills and behaviours that contribute to effective leadership.

Let's take a look at some of the key leadership competencies in a bit more detail. It's important to note that these are not listed in order of importance but rather an overview of some of the key competencies.

- **Strategic planning:** Your ability to set long-term goals and map out the steps needed to achieve them, considering potential obstacles and opportunities along the way.
- **Communication:** Your ability to convey ideas clearly, and actively listen to ensure effective information exchange and understanding among team members and stakeholders.
- **Team management:** Your aptitude for guiding, motivating, and coordinating a group of individuals to work together efficiently towards common objectives.
- **Innovation:** Your ability to foster creativity, encourage new ideas, and implement novel solutions to improve processes or products within the team or organisation.
- **Adaptability:** The flexibility to adjust your leadership style and strategies in response to changing circumstances, new information, or unexpected challenges.
- **Emotional intelligence:** Your capacity to recognise, understand, and manage your own emotions while also empathising with and influencing the emotions of others.
- **Vision and strategic thinking:** Your ability to create a compelling future direction for the organisation and think critically about how to align resources and actions to achieve that vision.
- **Integrity and ethical behaviour:** Your commitment to maintaining strong moral principles, being honest and transparent in all dealings, and setting a positive example for others to follow.
- **Empowerment and delegation skills:** Your ability to entrust team members with responsibilities, provide them with the necessary resources and authority, and support their growth and decision-making.

- **Problem-solving skills:** Your capability to identify issues, analyse root causes, generate potential solutions, and implement effective resolutions to overcome obstacles and challenges.

It is important to assess your personal and leadership attributes to determine your abilities, strengths and weaknesses. The information gleaned from using such self-assessments assists with understanding how to utilise your strengths and informs how you plan to go about working on your areas of improvement.

Example self-assessment using leadership competencies

- 1. Empowerment and delegation skills:** I need to improve my ability to delegate tasks and empower others effectively.
 - **Action steps:**
 - Learn and apply effective delegation strategies by identifying which tasks are suitable for delegation.
 - Practise empowering team members by offering opportunities for them to take ownership of projects.
- 2. Vision and strategic thinking:** I have a solid foundation in vision and strategic thinking, but there's room to refine my long-term planning.
 - **Action steps:**
 - Develop a habit of reviewing and updating your vision regularly to align with market or team changes.
 - Seek mentorship from leaders who are known for their visionary approach.
- 3. Emotional intelligence:** Emotional intelligence is one of my core strengths.
 - **Action steps:**
 - Use your emotional intelligence to resolve conflicts and build stronger relationships within your team.
 - Mentor others on how to develop emotional awareness and empathetic leadership.

Part 1, A: Leadership competencies self-assessment

Reflecting on your leadership competencies is crucial for understanding your strengths and areas for development. This self-assessment will help you align your

personal and professional growth with the core competencies needed for effective leadership. Use this tool to identify where you excel and where you can improve.

You can complete your leadership self-assessment by following this link:

- [Leadership competencies self-assessment](#)

Please note: You will be prompted to **make a copy** of the *leadership self-assessment* document. Please ensure you **make a copy** of the document and save it to your personal drive.

Feedback and reflection

Based on your scores, identify the **top three competencies** where you excel and the two areas where improvement is most needed. Develop a plan to leverage your strengths while addressing the areas that require growth.

Consider the following steps for each competency:

- **Seek learning opportunities:** Attend workshops, webinars, or courses that focus on the competencies where you need improvement.
- **Apply and practise:** Look for real-world opportunities to apply these competencies in your current role. Practice makes perfect, so try to incorporate these skills into your daily routine.
- **Solicit feedback:** Regularly ask for feedback from peers, mentors, or supervisors to gain additional insights into your leadership abilities and areas for development.

Use the template provided to record your responses.

You can use the information from your self-assessment to inform your personal SWOT analysis. In a personal SWOT analysis, much like it would be used in any other context, you will identify your Strengths, Weaknesses, Opportunities, and Threats as a leader. It's a valuable way to gain insight into your personal and professional development, identify areas for growth, and strategise how to leverage your strengths and address challenges.

Your personal SWOT analysis

A personal SWOT analysis adapts the widely-used SWOT analysis tool, commonly applied in business contexts. This version is designed to help you evaluate your Strengths, Weaknesses, Opportunities, and Threats as a leader. By assessing both internal factors (strengths and weaknesses) and external influences (opportunities and threats), you can gain valuable insights into your leadership abilities and identify areas for growth. This analysis serves as a foundation for setting realistic goals and developing strategies to enhance your leadership effectiveness.

How to conduct a personal SWOT analysis:

1. Strengths [Internal]

Consider your attributes, leadership competencies, skills, and experiences that align with key leadership qualities.

- Which of the key leadership attributes do you feel are your strongest? Why?
- What unique experiences have you had that have developed your leadership abilities?
- How would others rate your communication skills or emotional intelligence?
- What achievements demonstrate your decision-making or problem-solving skills?
- How do your values align with integrity and ethical leadership?

Examples:

- Strong communication skills
- High level of emotional intelligence
- Proven problem-solving abilities
- Expertise in a specific area (e.g., project management, software development)

2. Weaknesses [Internal]

Reflect on leadership competencies where you might need improvement or face challenges.

- Which of the key leadership attributes do you feel you need to develop further?
- In what leadership situations do you feel least confident (e.g., public speaking, conflict resolution)?

- Have you received feedback about specific leadership skills you need to improve?
- Which aspects of strategic thinking or vision-setting do you find challenging?
- Are there any personal habits that might hinder your ability to empower others or build teams?

Examples:

- Procrastination or poor time management
- Lack of experience in a certain field or skill
- Difficulty with public speaking or presentations
- Tendency to avoid conflict or difficult conversations

3. Opportunities [External]

Identify external factors or situations that could support your growth in key leadership areas.

- What networking opportunities could enhance your communication or team-building skills?
- Are there upcoming projects where you could practise decision-making or problem-solving?
- What resources are available to improve your emotional intelligence or adaptability?
- Are there trends in your field that could allow you to demonstrate strategic thinking?
- How might your current environment support the development of your delegation skills?

Examples:

- Emerging technologies or industry trends that align with your skills
- Networking events or professional groups that could expand your connections
- Availability of online courses or certifications in your field
- Potential for career advancement or new job opportunities

4. Threats [External]

Consider external factors or situations that could potentially hinder your leadership development.

- What obstacles might you face in developing key leadership attributes?

- Are there external pressures that conflict with ethical leadership or integrity?
- What competition might you face from others with more developed leadership skills?
- Are there industry trends that make certain leadership attributes more challenging to develop?
- What personal commitments might limit your ability to focus on improving specific leadership skills?

Examples:

- Economic downturns affecting job stability or industry demand
- Increased competition in your field or job market
- Changes in industry regulations or technological advancements
- Personal challenges such as health issues or financial constraints

Example of a personal SWOT analysis

Strengths:

- Strong analytical and problem-solving skills
- Effective communicator with experience in team collaboration
- High adaptability to changing environments

Weaknesses:

- Difficulty with time management and meeting deadlines
- Limited experience with advanced project management tools
- Tendency to avoid confrontation in professional settings

Opportunities:

- Availability of online courses for advanced project management certification
- Growing demand for data analysis skills in your industry
- Networking opportunities through industry conferences

Threats:

- Increased competition for roles in your field due to a saturated job market
- Potential economic downturn affecting job stability
- Rapid technological advancements that may require continuous learning

Part 1, B: Personal SWOT analysis

Now, please take some time to conduct your own personal SWOT analysis.

By conducting a personal SWOT analysis, you will gain a better understanding of your current leadership growth journey, which allows you to make more informed decisions, set realistic goals, and create effective strategies for personal and professional development.

Use the template provided to record your responses.

Establishing your leadership philosophy

Values and ethics

A personal philosophy also encompasses a set of beliefs, values, and principles that guide an individual's decisions and actions. It's a way of understanding and interpreting the world, helping to shape one's behaviour and choices. Personal philosophies can encompass a wide range of aspects, including ethics, purpose, and life goals.

For example, a personal philosophy might include:

- Beliefs about the importance of honesty
- The value of hard work
- The idea is that life should be lived with compassion and curiosity.

Your philosophy serves as a foundation for making decisions and navigating challenges, providing a sense of direction in your growth journey.

Before diving into writing your leadership philosophy statement, let's reflect on your core values and leadership aspirations. We invite you to take time on this exercise, researching concepts, self-reflecting and enjoying the process.

List five core values that are most important to you. You may find it helpful to consider a list of potential core values from Brené Brown's [Dare to Lead List of Values](#). As you consider the values best aligned to you, reflect on the following questions:

- Why do you want to become a leader?

- What impact do you hope to make as a leader?
- Who are some leaders you admire, and what qualities do you appreciate about them?

Part 1, C: Establishing your leadership philosophy

Now that you have completed your leadership competency self-assessment, conducted a personal SWOT analysis, and reflected on your core values as a leader, it's time to develop your leadership philosophy. Your leadership philosophy is a personal statement that outlines your beliefs, values, and approach to leadership. It will serve as a guiding framework for how you lead others and make decisions in your leadership role.

Writing your leadership philosophy

You can use the following structure as a template to guide you when writing your leadership philosophy.

- **Introduction:** Briefly introduce your leadership philosophy.
 - What do you believe is the essence of leadership?
- **Core values:** List and explain the core values that guide your leadership.
 - How do these values influence your decisions and interactions with others?
- **Leadership approach:** Describe your approach to leadership.
 - How do you lead your team?
 - What leadership style do you prefer (e.g., collaborative, transformational, servant leadership)?
 - How do you empower and support your team members?
- **Vision and goals:** Outline your vision as a leader.
 - What do you aim to achieve through your leadership?
 - How do you align your team's efforts with your vision and the organisation's goals?
- **Reflection on personal growth:** Reflect on your journey as a leader.
 - How have your experiences shaped your leadership philosophy?
 - How do you plan to continue growing and evolving as a leader?

Example of a leadership philosophy statement:

"I believe that leadership is about empowering others to achieve their best. My core values of integrity, empathy, and continuous learning guide my approach to leading

teams. I strive to create an environment where open communication and innovation are encouraged, and challenges are seen as opportunities for growth. By aligning my actions with these principles, I aim to build strong, resilient teams that can navigate change and achieve strategic goals together."

Take the time to ensure you develop a leadership philosophy that resonates with your personal experiences, values, and aspirations as a leader. This statement will serve as a foundation for your leadership journey and help you stay aligned with your core principles as you navigate different leadership challenges.

Use the template provided to record your responses.

Part 2: Setting Career Goals and Objectives

Before you start searching for jobs, you need to start thinking about your career goals and how each opportunity, like this Skills Bootcamp, can contribute to your growth towards achieving these goals.

It is important to find work that aligns with your values, interests, and lifestyle to meet your needs and aspirations, and ultimately achieve high job satisfaction. Career goals can be long-term, but they can also be linked to short-term objectives that contribute to achieving your longer-term goals.

What are your specific personal development goals?

Now that you've developed your leadership philosophy, it's time to create specific goals that will help you work toward achieving job satisfaction.

Here are some examples of short- and long-term career goals:

Short-Term Goal	Long-Term Goal
Complete a leadership certification course within the next three months to enhance my strategic planning skills.	Obtain a senior management position within the next two years, utilising advanced strategic planning abilities to drive business growth.
Increase team productivity by 10% within the next six months by implementing regular feedback sessions and performance tracking.	Lead a high-performing team that consistently exceeds its targets by 20% or more within the next three years.

Mentor two junior colleagues over the next six months to develop their project management skills.	Develop a leadership pipeline within the organisation within the next two years by creating a formal mentoring programme.
Attend three industry networking events over the next quarter to expand my professional connections in the management field.	Secure a board position in a reputable company within the next five years through strategic networking and professional growth.
Improve decision-making skills by analysing and solving one complex business challenge each month for the next six months.	Be recognised as a key decision-maker in the organisation within the next three years, contributing to critical business strategies and outcomes.

When determining your career path through setting short- and long-term goals, you must first understand the stepping stones that you need to take to reach these goals.

The steps you would normally take are:

- **List and describe your current skill set.** Strengths, weaknesses, experience, and education.
- **Identify possible avenues/career paths to learn or acquire skills** that are important to you e.g. to learn presentation skills or pick up an additional coding language, take on a part-time role to earn additional income, or mentor school learners in learning a skill.
- **Research your selected career options** and the pros and cons of each.
- **Identify your long-term career goals.** These are your vision and mission statements for the future state of your career. Also consider some mid-term goals here - other than the skills that you would need to develop to achieve your goals, what else would you need to happen first before you reach these long-term goals?
- **Identify your short-term goals.** These include all skills, experience, and accomplishments that are achievable over a period of 1–5 years and will help you reach your long-term career objectives. Consider the avenues that you have described that can be taken to acquire new skills or develop your current skills.

Career aspirations examples for typical Skills Bootcamp students

Short-term goals:

- Complete the leadership skills bootcamp within a flexible timeframe that aligns with your personal and professional commitments, ensuring consistent progress by dedicating a set number of hours per week that suits your schedule (e.g., 4–8 hours per week).
- Apply one leadership technique learned from the bootcamp each month in your current role or volunteer work, such as improving team communication or leading a small project.
- Develop a personal leadership development plan within the next three months, outlining specific areas for improvement and actions to take, based on self-assessment and bootcamp feedback.
- Network with at least three peers or professionals in the industry within the next two months, leveraging the bootcamp's community and resources to build relationships that could support your leadership journey.
- Seek feedback from a mentor or supervisor on your leadership skills within the next month, and identify one area for improvement to focus on for the duration of the bootcamp.

Long-term goals:

- Earn a promotion to a team leader or supervisor role within the next 12–18 months, using the skills and knowledge gained from the bootcamp to demonstrate readiness for increased responsibility.
- Develop and lead a small-scale initiative or project within the next year that improves a process or enhances team collaboration, showcasing your ability to apply leadership skills in a practical setting.
- Complete an additional specialised leadership course within the next 18–24 months (e.g., conflict resolution or strategic thinking) to build on the foundational skills gained in the bootcamp.
- Transition into a management role within the next two years, overseeing a small team and managing day-to-day operations, aligning with your long-term career aspirations.
- Establish a professional network of at least ten industry contacts within the next year, attending industry events or engaging in online forums to support your leadership development and career growth.

Setting goals for leadership competencies can help you build and enhance your skills to become a more effective leader. Here are some example leadership competencies and corresponding goals you might consider:

Strategic planning:

- **Goal:** Develop and implement a strategic plan to guide the team's projects and initiatives over the next six months, aligning with organisational goals.
- **Action Steps:**
 - Conduct a SWOT analysis of current team projects by [specific date] to identify strengths, weaknesses, opportunities, and threats.
 - Collaborate with senior management to secure approval and allocate a budget for the strategic plan by [specific date].
 - Create a project timeline with key milestones and assign responsibilities to team members by [specific date].
 - Schedule monthly review sessions to monitor progress and make necessary adjustments.

Decision making:

- **Goal:** Strengthen decision-making skills by incorporating structured frameworks and improving the quality of decisions.
- **Action Steps:**
 - Learn and apply decision-making frameworks such as the SWOT analysis and the Pugh Matrix in at least two team projects within the next three months.
 - Practise decision-making with real-world scenarios or simulations, dedicating one hour each week to these exercises.
 - Reflect on past decisions by documenting the decision-making process and outcomes in a journal, reviewing this monthly to identify patterns and areas for improvement.

Communication:

- **Goal:** Improve clarity and effectiveness in communication by practising active listening and providing clear, concise instructions.
- **Action Steps:**

- Attend a communication skills workshop, such as the one available on Udemy, by [specific date].
- Implement an active listening technique in all team meetings, such as paraphrasing and summarising key points, starting immediately.
- Seek feedback from peers and direct reports on your communication style through a structured survey or 1:1 discussions within the next two weeks.
- Develop and utilise a checklist or templates for emails and project updates to ensure clear, concise communication.

Innovation:

- **Goal:** Foster a culture of innovation by encouraging creative thinking and supporting experimentation within the team.
- **Action Steps:**
 - Schedule regular brainstorming sessions (e.g., bi-weekly) where all team members are encouraged to share ideas and innovative solutions.
 - Implement a "fail fast, learn fast" initiative by creating a system that rewards experimentation and learning from mistakes, with the first review set for [specific date].
 - Develop a digital platform or suggestion box for capturing and evaluating innovative ideas from team members, to be launched by [specific date].

Adaptability:

- **Goal:** Enhance adaptability by actively managing change and supporting team transitions effectively.
- **Action Steps:**
 - Organise a workshop on change management for the team by [specific date] to equip them with the skills needed to handle transitions.
 - Facilitate monthly team-building activities that encourage open communication and collaboration in a changing environment.
 - Create a system for recognising and celebrating team achievements related to adapting to change, with the first recognition event scheduled for [specific date].
 - Provide personalised opportunities for professional development, such as online courses or mentoring, to support team members in developing new skills relevant to upcoming changes.

Part 2: Setting your short- and long-term goals

Follow the next steps to determine short- and long-term goals based on your journey in the Leadership and Management bootcamp.

1. **Reflect:** Consider the leadership competencies you've assessed and the personal insights gained from your SWOT analysis. Think about where you are now and where you aspire to be.
2. **Set short-term goals:** Identify 3–5 specific goals you can achieve within the next 6–12 months that will help you build on your strengths and address areas for development.
3. **Set long-term goals:** Define 3–5 broader goals you aim to accomplish within the next 3 - 5 years. These should align with your short-term goals and contribute to your overall leadership growth.
4. **Make them SMART:** Ensure each goal is Specific, Measurable, Achievable, Relevant, and Time-bound.
5. **Document your goals:** Write down your short- and long-term goals, keeping them concise and focused. Consider using the template provided to help structure your goals.

Use the template provided to record your responses.

Final Task Submission

At this point, save your Google answers doc as a PDF (using menu options File → Download → PDF).

Checklist

Ensure you hand in the following:

- **Part 1: Establishing your leadership philosophy**
 - A. Leadership competencies self-assessment
 - B. Personal SWOT analysis
 - C. Leadership philosophy
- **Part 2: Setting your short- and long-term goals**

- Set career goals and objectives

Remember, if you secure an **interview**, it is absolutely vital that you **notify us** via hyperiondev.com/outcome8.

Task Rubric

Building a Leadership Portfolio (/25)			
Criteria	Unsatisfactory (0 - 1)	Acceptable (2 - 3)	Outstanding (4 - 5)
Leadership competency self-assessment	<ul style="list-style-type: none"> • Self-assessment missing or completely off-topic • No reflection on leadership competencies 	<ul style="list-style-type: none"> • Self-assessment provided but lacks depth or insight • Some leadership competencies addressed, but the analysis is superficial • Limited examples or unclear areas for improvement 	<ul style="list-style-type: none"> • Thorough self-assessment of all six leadership competencies • Clear identification of strengths and areas for improvement • Specific examples and thoughtful reflection on each competency
Personal SWOT analysis	<ul style="list-style-type: none"> • SWOT analysis missing or completely off-topic • No clear connection to leadership competencies 	<ul style="list-style-type: none"> • SWOT analysis provided but lacks depth or relevance • Some categories (S,W,O,T) are underdeveloped or missing • Limited connection to leadership competencies 	<ul style="list-style-type: none"> • Comprehensive SWOT analysis with all categories well-developed • Clear focus on leadership attributes and competencies • Insightful analysis of internal and external factors
Leadership philosophy	<ul style="list-style-type: none"> • No leadership philosophy provided or completely off-topic 	<ul style="list-style-type: none"> • Leadership philosophy provided but lacks clarity or depth • Core values, beliefs, or principles are vague or poorly explained 	<ul style="list-style-type: none"> • Clear, concise leadership philosophy (1 - 2 sentences) • Clearly articulates core values, beliefs, and principles guiding leadership style
Goal Setting	<ul style="list-style-type: none"> • No goals provided or goals completely unrelated to leadership development • No action steps outlined 	<ul style="list-style-type: none"> • Goals provided for some leadership competencies, but lack specificity or measurability • Some action steps outlined, but lack detail or feasibility • Goals not clearly aligned with SWOT analysis or self-assessment 	<ul style="list-style-type: none"> • Specific, measurable goals set for each leadership competency • Clear, actionable steps outlined for achieving each goal • Goals clearly aligned with SWOT analysis and self-assessment findings
Overall Document Quality	<ul style="list-style-type: none"> • Document poorly organised or difficult to follow • Numerous formatting issues or inconsistencies • More than five grammatical or spelling errors throughout 	<ul style="list-style-type: none"> • Document is generally organised but some sections lack clarity • Minor formatting issues or inconsistencies • 3 - 5 grammatical or spelling errors throughout 	<ul style="list-style-type: none"> • Document well-organised and easy to follow • Consistent, professional formatting throughout • two or fewer grammatical or spelling errors throughout



Take note!

A reminder of the important dates.

By **2 February 2025**, you should record an **invite to an interview** (if seeking employment) or a self-employment declaration (if seeking to be self-employed) at

www.hyperiondev.com/outcome8. Please record this milestone as soon as you reach it. You can record any of the following:

- Joining an apprenticeship programme that utilises some of the knowledge obtained in your bootcamp.
- Obtaining a paid work opportunity for a duration of at least 12 weeks that utilises some of the knowledge obtained in your bootcamp.
- Obtaining a full-time job that utilises some of the knowledge obtained in your bootcamp and is with a new employer or your current employer (e.g. a promotion or extension of role).

Additionally, by **30 March 2025**, you should record **an offer of a job** (if seeking employment) **or evidence of obtaining new work/contracts** (if self-employed or seeking to be) at

www.hyperiondev.com/finaloutcome8. Please record this milestone as soon as you reach it.

You can record any of the following:

- An offer of a new job or apprenticeship that utilises part or all of the skills acquired in your bootcamp. You don't need to accept the offer to fulfil this requirement.
- New contracts or opportunities you obtained that utilise the new skills acquired through the bootcamp, which may include self-employed contract work or starting your own company.

Remember to keep an open mind and **explore various opportunities** to help you practise your interviewing skills and broaden your engagement with the tech sector. If you receive an invitation to a job or apprenticeship interview, please remember to fill out

www.hyperiondev.com/outcome8 before attending the interview.

A limited number of co-certifications will be awarded based on your achievement of all [four criteria](#) for successful completion of this Skills Bootcamp.



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