

Self-Review Thought Starters

The following serves as a guide to help when writing self-reviews:

PREPARATION – Review/reflect on the entire past year. Gather information from your files, including your previous reviews and development plans. Take a scan of your calendar – you’re bound to be reminded of projects or accomplishments you may have forgotten.

THE OVERALL ROLE – Think about how you contribute to your accounts, category(ies), community of practice, clients and agency. Although job descriptions become outdated quickly, they can still serve as a useful starting point.

MAKE A MARK

Not a bruise. Push every boundary, but don’t use a battering ram.

Turn every challenge upside down. Interrogate it.

To find an unexpected solution, you have to ask more of the problem.

To make a mark, you have to leave your preconceived notions at the door.

If there were a blueprint to the future, we’d follow it. But there isn’t.

No one’s an expert, including you. ***So listen as passionately as you speak.***

This is an action sport. Move the ball forward.

Don’t quit till you hear the final whistle.

Leave everything you touch a little better than you found it –

the work, the people, the community and, yes, the kitchen.

BEHAVIOR, ATTITUDE, SKILLS AND TALENT – These are considered “soft” skills and assess “how” you go about your job. These are just as important as “what” you accomplish. Examples of behaviors can include drive, passion, respect, work ethic, collaboration, responsibility and open-communication style. Attitude examples can include upbeat, helpful and open to unexpected solutions. Examples of skills include problem solving and listening.

CORE VALUES – These values guide how we act and the decisions we make.

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|---------------------|------------------------|
| > Inspired thinking | > Intellectual capital |
| > Quality of life | > Community |
| > Integrity | > Healthy bottom line |

KEY STRENGTHS – We all have natural talents – things we do extremely well. But often, we don’t take the time to consider our strengths. Think about, and identify the skills and attributes where you *consistently* excel.

CATEGORY/RESOURCE POOL AND COMMUNITY OF PRACTICE STRUCTURE

- Consider the mission, priorities, processes and client goals for the specific category(ies) you work on – how do you contribute to those teams?
- Consider how you’ve enhanced your skill set in your area of practice, and how you’ve continued to learn and share knowledge with your peers, teams and the agency at-large.

STATEMENT OF INTENT – A statement of intent is a concise promise/commitment (no more than one or two sentences) that articulates how you will make a mark. The steps below can help you craft your statement:

1. Think about your role and how it impacts the agency
2. Consider your strengths
3. Imagine what it would look like for you to make a mark
4. Add verbs that demonstrate *how* you would go about doing it

Combine these elements and you will have your statement of intent. Below are some examples.

- I will come up with three unexpected solutions for each of my clients
- I will promote the value of observational and co-creative methodologies internally and externally
- I will strive to take creative risks; bring new projects and ideas to the table, so that Marcus Thomas is recognized as a top creative agency
- I will volunteer to update my CoP on new digital and social media platforms weekly

And don’t hesitate to get help from your supervisor, a partner or the culture and coaching team when working through this process.