PERSONAL DEVELOPMENT PLAN

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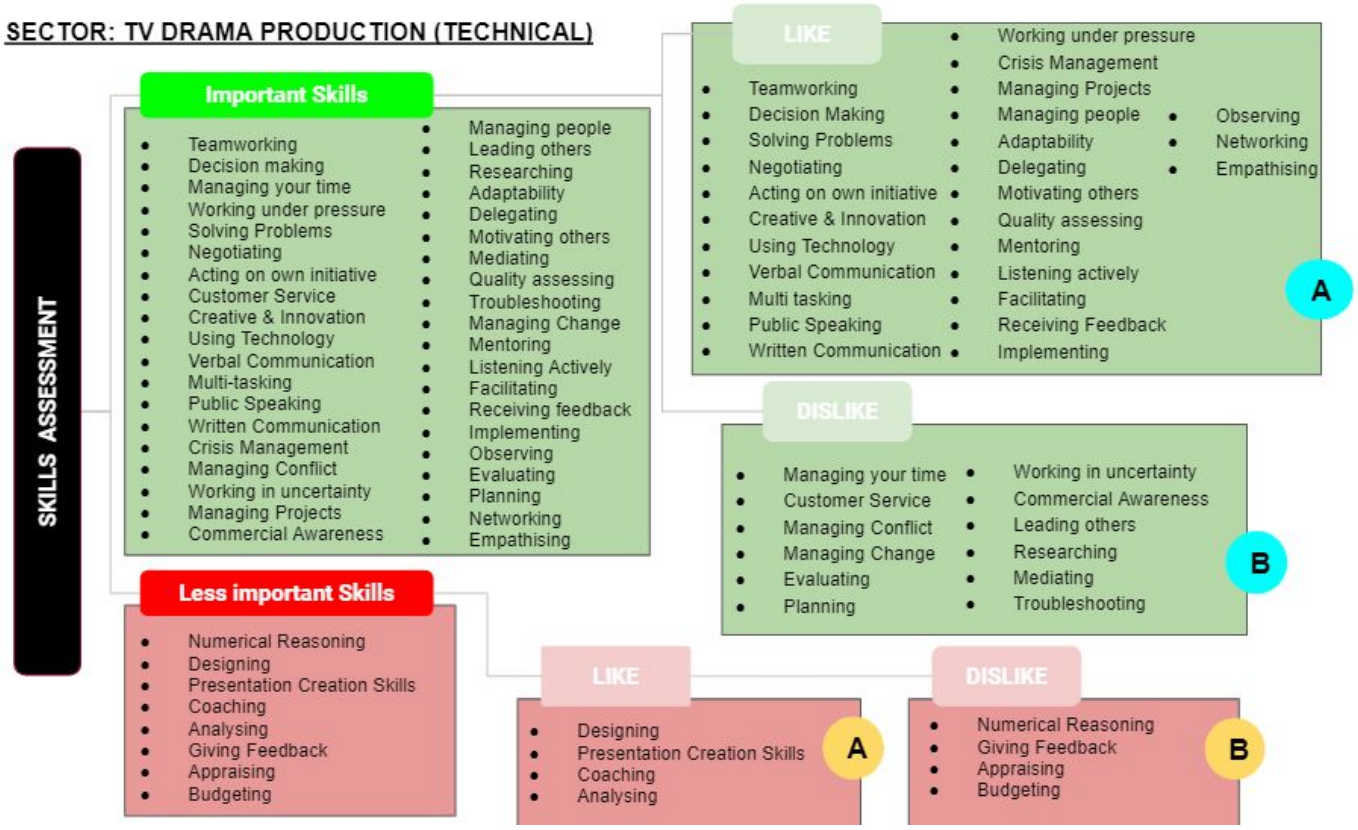
SKILLS ASSESSMENT



A

Highly Proficient	Competent	Needs Development
• Decision Making • Solving Problems • Acting on own initiative • Creative & Innovation • Written Communication • Facilitating • Adaptability • Motivating others • Quality assessing • Receiving Feedback • Observing • Empathising	• Teamworking • Using Technology • Verbal communication • Multitasking • Public speaking • Crisis management • Managing People • Delegating • Facilitating • Networking • Managing Projects	• Negotiating • Working under pressure • Mentoring • Listening Actively • Implementing

B

Highly Proficient	Competent	Needs Development
• Planning • Researching • Mediating	• Managing your time • Customer service • Managing Change • Evaluating • Commercial awareness • Troubleshooting	• Managing Conflict • Working in uncertainty • Leading others

A

Highly Proficient	Competent	Needs Development
• Presentation Creation Skills • Analysing	• Designing • Coaching	

B

Highly Proficient	Competent	Needs Development
	• Giving Feedback	• Numerical Reasoning • Appraising • Budgeting

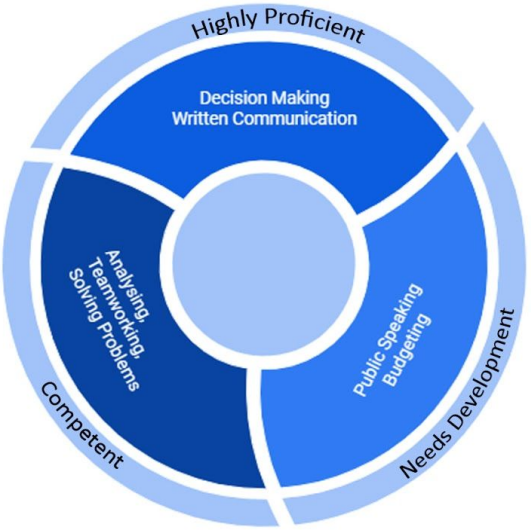
MY CHOSEN TOP FIVE SKILLS

- Solving problems
- Written communication
- Facilitating
- Observing
- Decision Making

REVIEW BY OTHERS

To get accurate responses about my skill set I gave people the list of skill definitions and a link to a questionnaire for them to answer. I asked my family and people I had worked with as I think these two groups know me best but in two different environments.

This only includes results where more than 75% of respondents agreed that skills belong in a certain category. However, predictably a lot of my family put public speaking in needs development, whereas people that I know in the industry or from university put it as competent. I believe this is because in an academic environment, while I am still anxious, when I am speaking about what I'm passionate about I find it much easier. Whereas, in my family I've always been the shy one and they haven't seen this side to me.



1720930

SUMMARY OF MY SKILLS THAT NEED DEVELOPING

IMPORTANT AND LIKED	IMPORTANT AND DISLIKED	LESS IMPORTANT AND DISLIKED
Negotiating	Managing conflict	Numerical reasoning
Mentoring	Working in uncertainty	Appraising
Listening actively	Leading others	Budgeting
Implementing	I have based the importance of these skills on my own knowledge as a production student and what skills I feel I have utilised the most when I've worked on a project.	
Working under pressure		
Examples of why these skills are important: Negotiating, Managing Conflict Listening Actively Working in uncertainty as a skill has been highlighted during covid, and it is a skill that goes hand in hand with adaptability.	**Example of where it's gone wrong:** Last year I had to do a presentation with a fellow classmate who wanted to present information in a different order; it ended up being clear for the assessor that we did not work together and it impacted my grade. In this instance we should have negotiated in a way that everything turned out fairly, taking both of our ideas and mashing them together rather than ignoring the other; this is also an example of 'managing conflict' being one of my weaker skills. From this experience I have learned that I will need to actively listen to my peers and work on putting the teams ideas together. If this had happened in a work environment I could lose my job. In television in particular I could risk production, in terms of meeting deadlines and the quality of the production.	

Class assignments will also be a good opportunity for me to hone my skills of implementation and working under pressure because I'll need to work to meet deadlines. Focus is another key aspect of university so I am already practising listening actively. Although not as important, skills such as numerical reasoning will still come under my purview while I am university as I may need to do statistical analysis for different projects; exemplifying this is the peer research I carried out for my skills analysis.
I also understand how important work experience is for students due to previous opportunities I have been involved in. While I will be able to practise employability skills as part of my degree, a work placement allows students to test these skills in an occupational environment and preview the tricks of the trade.

Networking is important because someone in your network 'might know other people that you would enjoy meeting or who might create a useful opening for you.' (Cottrell, 2019, p.86)

PETERBOROUGH COMMUNITY RADIO (PCR)

- Volunteer
- Technical and presenting skills
- Aided college diploma
- First insight into networking:
  - PCR > Youth Day > PHACE
- Also met other organisations:
  - Peterborough Presents
  - Vivacity

- Through PCR
- Collating content for radio package
- Task: interviewing the general public
- My impact: recruited other presenters for PCR
- Skill development: Verbal communication, public speaking, decision making
- Met PHACE

PHACE PROGRAMME

Peterborough Heritage Arts Culture Enterprise

- Leadership Programme
- Skill development: Networking, teamwork, public speaking, presentating, innovation, design
- CV Material
- Broadened my network by meeting others on the programme

1720930

My own success with learning the skill of networking outside of my degree suggests work experience while in education is a great way to develop employability skills. To continue developing my skills I have made a skills development plan.

DEVELOPMENT PLAN

Development Target	Short Term Goals – What do over the next three years in order to give you the best opportunity to achieve your target?	What actions are you going to take to achieve the Short term Goal?	What support do you need?	By when?	How will you know when this has been achieved?
Negotiating	1. Practise negotiating skills at university.	1. Work in a team for university projects (where it is possible).	For classmates to also want to work as part of a team.	Throughout University	I should feel more confident about negotiating at the time of graduation.
		2. Attend student council for potential negotiation opportunities and to watch others negotiate	UCP Student Council UCP Student Support	Throughout University	I will have attended Student Council Meetings and not only witnessed others negotiating but also practised the skills myself.
	2. Broaden my horizons (Cottrell, 2019, p.24)	1. Take part in **media based** volunteering and work experience that involve teamwork. More opportunity to practice negotiating but also watch professionals negotiate.	University support, in terms of finding work placements (this is already part of my course and will eventually become compulsory).	Sept 2022	I should be taking part in, or have taken part in work experience and/or volunteering that allowed me to both practice and observe negotiating.
		2. Develop a greater vocabulary (Cottrell, 2019, p.25) as this will allow me to be more proficient in scenarios where I would have to negotiate.	I can do this by reading for myself, and trying to use a broader language in my own writing.	Sept 2021	I will have made a list of 30 new words that I feel confident using.

	3. Work on my own communication skills; (Cottrell, 2019, p.26) this will allow me to be more confident about negotiating.	1. Practice writing professional emails, (Cottrell, 2019, p.27) as sometimes I won't be able to negotiate face to face. This can be practised at university.		Sept 2023	By the end of university I should be able to successfully write professional emails and confidently continue a dialogue (including negotiating over email).
		2. Take part in class discussions at university to develop verbal communication skills, and therefore enable me to be more confident for any future negotiation.		Sept 2023	When I graduate I want to be able to say I got actively involved in class discussions.

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Implement (I usually have lots of ideas but don't always go through with them.)	1. Complete all university assignments.	1. Time management, including keeping note of deadlines and filling out checklists.	University Support (Timetable)	Sept 2023	I will have handed in all of my university assignments on time.
		2. Punctuality, I will ensure I am present to all of my lessons so that I do not get confused about any assigned work.	Family, to help me stay proactive.	Sept 2023	By the end of university I will have successfully attended all of my classes.
	2. Stop avoiding the 'next step' out of fear.	1. Submit my ideas to media companies, even if it's a no, it's experience of the submission process and I may get a few pointers on how to improve. For example, submitting story ideas for audio dramas.	Online; BBC careers, Indeed.	Sept 2023	The submission process is recurring but by the end of the next three years I would like to say I have submitted my ideas at least thirty times, and I will only accept less than that if one of those ideas was accepted.

		2. Take action, and make an amatueur production at home.	Classmates could be involved in making the project.	Sept 2023	By Sept 2023, I would like to have produced a showreel from different works I have been involved in at university. This showreel should exemplify a varied skill set and that I am adaptable.
	3. Goal tracking throughout university	1.Utilise a goal tracking app throughout university	I have downloaded an app called Higher Goals, which enables me to track different goals from different aspects of my life and update them regularly.	Sept 2023	By the end of university I should be able to successfully monitor the progress of my goals. I then should be able to apply the logic from it into my daily life, and would've used the app to note down different steps to complete my modules.
		2. Keep a student blog to talk about my development and what I have accomplished	WIX	Sept 2023	I will have successfully developed a student blog updated weekly.

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Working under pressure	1. Making checklists for all of my university assignments to get into a habit of making myself organised as a way of dealing with pressure.	1. Ensure I know what the assignments are for every module and write a checklist.	Lecturer Module Guides	Sept 2023	I will have lists of what assignments I have to do for each module and these lists will be created after the first lesson of each semester.
		2. Ensure I know what the reading materials are for every module and write a checklist.	Lecturer Module Guides	Sept 2023	I will have lists of what the required readings are for each module and these lists will also be created after the first lesson of a semester.

		3. As practise for writing a checklist I will write a checklist for what needs to be included in this document (PDP).		Week 4	By week 4 of research and employability I will have a list of everything that is required in this document.
	2.Work Experience in areas that interest me as future job aspirations while at university	1.Get involved in work experience relevant to the television/ film industry so I can see what kind of pressure the industry faces firsthand	UCP graduate scheme	2022	I will have had work experience in the tv/film industry before graduating
		2. Get involved in work experience relevant to the audio drama industry so I can see first hand what pressures the industry faces	Online resource (indeed, BBC) Linkedin Network	2022	I will have had work experience in radio drama before graduating
		3. Go to another radio station for work experience to see how different radio stations operate and compare it to Peterborough Community Radio	Linkedin Network	2022	I will have had work experience in a different radio station by the time I leave university
	3. Better my understanding of the commercialism surrounding the media sector so that I have more knowledge of how the sector works and what I can do to make my job easier.	1.Research into how different media products for television and radio are sold while at university	Bauer Media, Global Media Google Scholar	2022	By the end of university I should have more of an understanding of how different media products are sold, to show this I will have included content about this in my blog at least once a month.
		2. Attend a seminar about newer media technologies to have a better understanding of what's new and what is developing currently	Eventbrite Virtual seminars	1 per month 2022	I will continue to check once a month for relevant seminars both during my degree and after as a form of continued professional development but I will also have done this before my L6 in case I need to know about newer technologies for a potential graduate scheme.
		3. Identify the company I would like to work for and get to know them.	UCP graduate scheme, Online job websites	Level 6	By the end of level 6 I would like to have identified the company I wish to work for and have them as a known contact in my network.

1720930

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Listening Actively	1. Note taking.	1.While at university I could attempt different noting techniques. My lecturer has suggested the Cornell method so that will be what I start with. (Mometrix Test Preparation, 2015)	List of note taking techniques; research online, in the library, ask peers and lecturers their preferred method.	Sept 2023	By the end of university I will know which style of note taking suits me best so that I can apply it to my career.
		2. Be in charge of writing the minutes for meetings about projects with classmates.	I would need to ask my classmates if they are okay with me being in charge of the minutes.	Sept 2023	I would have been in charge of taking the meeting minutes at least once for a university project.
		3. Take notes while watching documentaries or other video sources that could help me at university.	Easy access to documentaries and other video sources; Disney +, Netflix, Amazon Prime, YouTube	Sept 2023	I will have taken notes from a video source that proves I actively watched it and took information from it.
	2. Listen for the purpose of listening rather than listening until I can inject my point of view.	1. In class projects at university, make a conscious effort to listen to everyone's ideas in a group.		Sept 2023	At the end of university I should still have a good professional relationship with my peers because I have acted fairly and listened to their points of view. (Battell, 2006, p.06)
		2. Listening to other people's presentations so that I can give them helpful feedback. (Battell, 2006, p.05) An opportunity for this will come in Week 9 of this semester for Task 2.	I will need to ensure I know which presentations I am an audience of by speaking to my classmates and lecturer.	Week 9	On week 9 I will have given good feedback for my peers presentations and asked relevant questions based on what I listened to.

		3. Utilising feedback to improve my assignment submissions.	Lecturer feedback required.	Sept 2023	The quality of my assignments should improve throughout university to show I have listened to feedback. By the time my dissertation comes round I should be highly proficient at academic writing.
	3. Learn to have more empathy so that I can listen to have a better understanding of someone's perspective. (Center for Creative Leadership, 2019, p.04) For example, a fellow student may think differently about a topic than myself.	1.Practise putting myself in the shoes of my lecturers when they give me feedback and think about why they have given me a certain grade.		Sept 2023	By the time I leave university I should be used to receiving criticism and feedback and be able to take that on board after graduation when a potential employer says something to me I may not particularly like.
		2. Practise giving feedback during critiques of others work throughout university	The week 9 presentations is a good first opportunity to practise giving feedback to my peers.	Sept 2023	By week 4 of research and employability I will have identified what makes me biased to see what could make me struggle to listen to someone.
		3. Write a list of what I am grateful for; because being thankful has been linked to having more empathy. (Winder, 2019)	Phone note app to then be transferred to my student blog	Week 4	By week 4 I should have a list of what I am grateful for, which should help me see why others value what they appreciate.

1720930

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Working in uncertainty For this development target I have focused on how important it is to be resilient when it comes to working in uncertainty This idea branches off an article I read about developing resilience. (Mind Tools, 2020a)	1. Reframing difficulties as challenges (Mind Tools, 2020a)	1. Make an updated skills audit evaluating my own abilities at the end of the module. By being more aware of my skills I can focus on what I can do rather than what I can't.	I will ask my peers how they also think my employability skills have improved over the module.	Jan 2021	I will have an updated skills audit and be able to identify my strongest and weakest skills.
		2. While at university I am going to start taking a walk at least once a day to help clear my mind from the stress of the pandemic and how it's affecting my studies.	I will utilise the goal tracker app I have mentioned previously to track how much walking I do.	Sept 2023	Using the app I will be able to see if I stuck to my goal of walking everyday while at university.
		3. Try to develop a more positive mindset while at university so that I am more optimistic when going into a future job.	Online seminars on eventbrite Look for mindfulness app	Sept 2023	At the end of university I will retake the mindfulness quiz I have taken and see if it has improved. My current result: Low 0-54 and 49/100 (The Mindfulness Project, 2020)
	2. Being committed (Mind Tools, 2020a)	1.Utilise Stella Cottrell's habit shaper (2019, p.106) to track my employability development aspirations while at university. This habit shaper will allow me to jot down when I act on the intention. This will enable me to commit to taking small steps towards my bigger goal and keep me focused and persevering on specific actions rather	Copy of Stella Cottrell's 50 ways to boost your employability guide. Talk to staff at the university or in the career hub about what steps I can take while at university to further my career development	Sept 2023	The habit shaper only has room for nine intentions, and each intention can only have fourteen steps. (Cottrell, 2019, p.106) By the end of this tracker I will be able to see if I have completed my intention, how many steps it took me, and also evaluate how easy and or hard reaching the intention was based on the jotting-downs of each step.

		than worrying about what I'm uncertain of.			
		2. Once I am aware of my lesson timetable for semester two, I will make a timetable suited around lessons. Enabling me to plan efficiently around university, my child, and my own personal employability development time.	University admin/support	Jan 2021	I will have a timetable detailing what time I have free to put towards employability skill development.
		3. Throughout university I will practice continued professional development by keeping up to date with the regulators (Ofcom) reviews and publications. I will do this because awareness of the industry and focusing on the sector itself will keep me in the mindset of a media employee and therefore help me commit to focusing on the career.	Ofcom website	Sept 2023	By the end of university I will understand how the television regulator Ofcom works and how it's role may affect my career. I should be used to keeping up with Ofcom updates by the time I leave university so that I am ready for how it may impact me in a job.
	3. Taking control (Mind Tools, 2020a)	1.Look for experiences that provide natural opportunities for developing a range of useful skills while at university ready for a job in the media industry. (e.g. volunteering)	UCP undergraduate internships scheme	Sept 2023	During university I will have taken part in work experience and/or volunteering that would have developed the skills I would need in the industry. Showing that I had taken control of my employability development and succeeded in bettering myself.

		2. Make more of an effort to take my antidepressants daily while at university, to take control of my mental health so that it does not affect my career opportunities.	Doctor's surgery	Sept 2023	I will have taken my antidepressants throughout university and be able to have a medical review with the doctor after I graduate to discuss whether I still need them or not. By the time I graduate I should have more of a handle on my mental health so I am resilient with it in a workplace even when I am unsure.
		3. Ensure I am aware of what I need and what is expected of me for when I rejoin campus so that I am in control of education, in a similar fashion I would prepare for a job.	Class peers UCP student support UCP IT support	Jan 2021	I will be able to focus on my education and have the paperwork, equipment, and admin information (such as logins), and anything that may be new to campus due to covid since my intermission that I need for the new semester.

Student blog: https://kiraginger09.wixsite.com/studentblog

Relevant posts:

- Is Cybevetting Ethical?
- Emotional Intelligence
- Recruitment and Connectivity
- Upcoming Opportunity
- Presentation Review

See next page: SWOT ANALYSIS: TV DRAMA PRODUCTION

Chosen Job Role: Sound Mixer

1720930

STRENGTHS

1. **Solving problems** is a much needed skill as a sound mixer because there are so many obstacles that may need to be overcome on a TV set when it comes to audio. From broken equipment to unwanted ambient sound, solving problems is something I have already dealt with in my time as a radio, audio and sound student.

2. This goes hand in hand with **decision making**. When something goes wrong with audio a sound mixer will need to decide how best to overcome it. Though additionally other decisions will be made by a sound mixer, such as whether to use the dialogue recorded on set or whether ADR (additional dialogue recording) is needed. (Chard, 2011)

3. Another of my strengths is **observing**. A sound technician is responsible for monitoring sound levels and observing how different sounds on set might affect the audio, such as a door slam or member of the cast raising their voice.

4. I was awarded with being the most **creative** student during my creative media production diploma, showing that being creative is one of my strengths.

OPPORTUNITIES

1. Virtual and easy to access seminars are being made available on platforms such as **Eventbrite**. I could use these as an opportunity for continued professional development in the industry and an opportunity for networking.

2. University Centre Peterborough has **graduate schemes** on their website that are updated regularly for students to browse. (2020)

3. Ofcom's most recent annual study of diversity suggests the television industry must '**broaden the geographic location and social make-up of it's workforce**.' (Ofcom, 2020) The main points being that most of the television workforce is in London even though London only makes up one-fifth of the population. As well as diversity within the workforce of the broadcasting industry is severely lacking, especially when it comes to hiring people from the working class. (Ofcom, 2020) This is an opportunity for myself because the regulator highlighting this issue means broadcasters will now be actively looking for a more diverse workforce. However this is also a threat. (See threat 1)

4. Nevertheless, the developing world means that geographical location now has less impact on career development. (Alexander, n.d.)The idea of **geographical mobility** infers that a job outside of Peterborough is a viable option. For example, a job at the BBC in London is only an hour away from Peterborough by train.

WEAKNESSES

1. In my skills audit I mentioned having to develop my skills of **listening actively.** This is a crucial skill as a sound mixer (Screen Skills, 2020). Even though in my skills audit I focused more on listening in conversation, the same applies for listening to character dialogue and ambient sound.

2. **Negotiating** is one of my weaker skills and needs developing because a sound mixer needs to be able to negotiate with other departments working on a tv set. (Screen Skills, 2020) For example a hyper cardioid microphone has a very specific pick up pattern which means it's placement needs to be set up in a conscientious way, which means a sound mixer will have to work with a camera operator to ensure the microphone is not in shot and that the director's vision is met.

3. In my skills audit I noted that **working under pressure** is another weakness. This is a skill that needs attention as a film set can be very demanding.

4. While I have some experience and vaguely know how to operate sound recording equipment, I need to work on my **self confidence.** I need to be able to get on with the work as a sound mixer without questioning if I am doing it or not. (Screen Skills, 2020)

THREATS

1.(Links to opportunity 3) This point is also a threat, because even though Ofcom proposes a more diverse workforce, there may be a reason companies are not hiring from different socioeconomic backgrounds, especially when Ofcom themselves have stated staff in the broadcasting industry are two times more likely to have been in private education. (Ofcom, 2020) Suggesting that **social mobility may not be as realistic as some might have hoped**. Affecting people from working class families like myself.

2.There are currently less vacancies in general available due to **COVID**, making it statistically harder to find a job. (Bank Of England, 2020)

3. **Independent producers are more likely to be economically vulnerable** due to coronavirus.(Royal Television Society, 2020) This is a threat because they may not be in a position for new hires, which could give me a lesser chance of being hired or selected for a work placement.

4. While public transport is always available, **not being able to drive** could affect my ability to be reliable when it comes to transporting equipment or getting to and from scenes..

5. A BBC blog cited that 'working in television and having children just don't go together' (Miller, 2017) and while this is just one source it is true that **children are a big responsibility** that will obviously have an affect on my career development.

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