



## Do-It-Yourself Professional Development Planning Tool

### Introduction

This tool will help you:

- Explore where you want to get to in your practice.
- Reflect on what you have achieved so far.
- Describe what you want to achieve in the future.
- Discover what motivates you.
- Identify resources to help you move forward.
- Create an action plan ... to make your dreams come true!

You can complete the process on your own or with a friend or colleague. If you would like some follow-up support after you have completed the Action Plan, you may like to book an appointment with one of our advisers at Cultural Enterprise Office; face-to-face, on the phone or by Skype.

Please see [Advice](#) for more information and contact details.

### Additional resources and support

Cultural Enterprise Office is one of several organisations that offers ways help in growing your professional practice. Please visit [www.culturalenterpriseoffice.co.uk](http://www.culturalenterpriseoffice.co.uk) for advice, information and events in Scotland.

You may also like to visit Creative Choices [www.creative-choices.co.uk/](http://www.creative-choices.co.uk/) and Creative & Cultural Skills [www.ccskills.org.uk](http://www.ccskills.org.uk)

Literature clients might prefer to use the more detailed literature training tool 'Getting to where you want to be, a DIY guide to professional development planning for writers and literature professionals' found on [www.nawe.co.uk/the-writers-compass/professional-development/professional-development-planning.html](http://www.nawe.co.uk/the-writers-compass/professional-development/professional-development-planning.html)

Visual arts clients might prefer to use the Artists Information Company 'Artist's Development Tool Kit' found on [www.a-n.co.uk](http://www.a-n.co.uk).

### 1. Where am I now?

Using no more than three sentences, describe yourself and your practice to someone who has never met you before.  
(Take about 5 mins)

### 2. Where have I been?

The **circles** are the highlights of your professional journey so far!

**Reflect** on the good times and enjoy adding more

You may find it helpful to ask yourself:

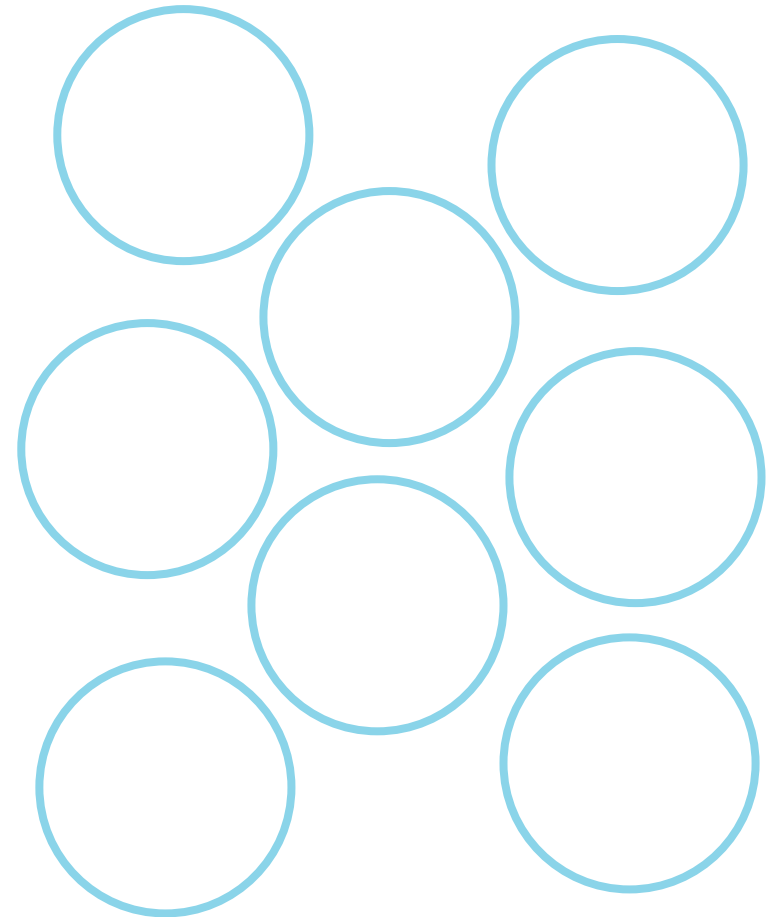
When have you most enjoyed your working life?

When were you most committed, creative or productive?

When have you achieved despite the odds being stacked against you?

What or who helped you?

What or who made those high points special?



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OR...think of your career so far as a journey, or a landscape.

Draw in the paths that you have taken to lead you to where you are today.

What does the landscape look like?

Where are you within it?

### 3. What's special about you?

Feel good about your strengths and skills! List them.

**Skills**

**Strengths**

**Experience**

**Qualifications**

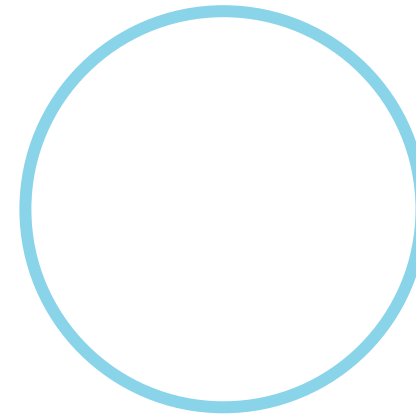
### 4. How do you divide up your time?

How do you divide up the time available for personal and professional activities?

Subdivide the circle to show how your time is currently apportioned, or if you prefer, list percentages of time spent on different activities.

How do the different activities balance out in terms of the **time** you spend on them, the **income** they generate and the **value** you get from them?

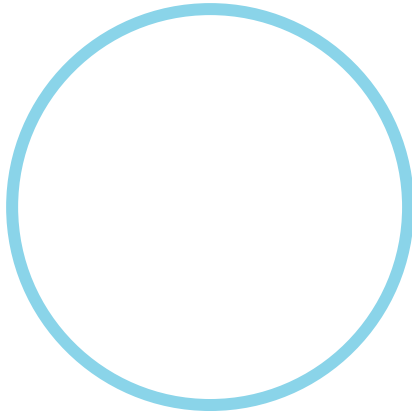
Score each activity 1 – 3 (3 being highest) in terms of the value you get from them.



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How would you **prefer** to divide up your time?

What issues does this highlight?



### 5. What's important?

What is the highest priority for you at the moment?  
(e.g. good work/life balance, more income, developing new work,  
establishing higher profile)

### 6. The future: where do I want to go?

Where would you like to be professionally in 3 years time?

**Write down 3 – 5 goals**

**Tip:** State in the positive - not what you don't want

Be specific!

Be ambitious!

**Tip:** Check to see if goals are grounded in possibility while still being ambitious. Take account that some will be affected by external circumstances which may be outside your control, but try and work with what seems ideally attainable.

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**Now prioritise** these goals – which is most important?

Which could wait until a later date?

### 7. Goal Setting

List your goals in order of priority. (Don't fill in other columns yet!)

Goals	Gaps / Hurdles	Support

### 7. Goal Setting

**Step 1.** Look at the first goal. What's holding you back?  
(E.g. lack of time, skills gap, lack of confidence/experience, finance?  
There could be external factors such as what's happening in the wider professional landscape)

**Step 2.** Go through the list writing everything that occurs to you that may be holding you back

**Step 3.** Think about how you can bridge the gaps or jump the hurdles.  
Work through each in turn, and list all possible forms of support.

#### **What can you do yourself?**

Can you make any changes in your practice that would help you to achieve your goals?

Do you have any particular strength you are not making full use of?

If you identify a skills gap, look at page 15 to help identify your own learning styles. Understanding these will help you identify the right sort of training to suit your needs.

### 8. Action Planning

This final stage helps you break down the tasks into manageable steps towards each goal.

Using the table on the next page, complete the following:

**Step 1:** In left hand column, list your first priority goal as identified.

**Step 2:** Record when you would like to achieve this by.

**Step 3:** In the **Actions** column, list steps you need to take to achieve it

**Step 4:** In the **Resources** column, list who or what can help you

Repeat the process with each goal.

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<b>Goals</b> (include target date for completion)	<b>Actions</b> (tasks involved)	<b>Time Scale</b> (complete actions by)	<b>Resources</b> (who/what can help?)	<b>Progress Made</b> (record achievements or progress)



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### Information About Learning Styles

Do you prefer to learn by yourself or in a group?

Do you enjoy formal or informal learning?

Do you enjoy a mixture?

Completing this table will help you gain a clearer understanding of the time, place, pace and manner in which you learn best.

Score how effective each style is for you (3 = the best)

Review your plan at regular intervals so you can check progress and reward yourself from time to time.

Identify a realistic time scale and review every six months or so.

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<b>Learning Style</b>	<b>Recent Example</b>	<b>Score (1-3)</b>
Learning by doing		
Knowing the theory first		
Having time to think		
By myself		
With others in group		
With one other person		
Formal learning		
Informally at home and at work		



## Do-It-Yourself Professional Development Planning Tool

### Credits

This toolkit is based on 'Getting to where you want to be, A DIY guide to professional development planning for writers and literature professionals' by Jude Page (literaturetraining, 2007).

Cultural Enterprise Office would like to **thank** The Writer's Compass (NAWE) for allowing them to adapt it, and acknowledges the work of All Ways Learning, a-n, ArtsMatrix, Creative Skills and Culture Works.

*Disclaimer: This DIY PDP Tool has been developed by Cultural Enterprise Office for the use of individuals from across the creative and cultural sector. Cultural Enterprise Office is not responsible for any advice or information provided by any external organisation referenced in this guide.*

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