

# Personal Development Plan

## Professional Program in Accounting (PPA)/Master of Accounting (MAc)

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Please include in your PSP notebook a document that includes the following information, as appropriate. This does not need to be a formal document and can be formatted in any way that is useful to you. Organize the document according to the categories below.

Date Created/Revised: \_\_\_\_\_ / \_\_\_\_\_

PPA Director or Faculty Mentor: \_\_\_\_\_

### I. Personal Assessment:

1. Brief review of previous year objectives and activities.
2. Indicate areas in which you believe you excel.
3. Indicate areas in which you believe that you are weak or desire development.
4. Indicate your intended career path and position to which you aspire.

**II. Developing your Personal Brand:** Personal branding is the way in which we market ourselves. It began the first day you applied to the PPA program and it will continue until your final promotion. Your goal is to make an impression! Developing a personal brand is a way of professionally positioning yourself. The challenge is to make sure that others perceive you in the way that you intend. Creating that brand involves carefully evaluating your capabilities, formulating your academic and professional objectives, and finally, detailing a deliberate development plan consistent with your personal brand. The goal is to make you STAND OUT!

What is your Personal Brand? Think about two aspects – *expertise* and *skills or style*.

Examples of areas of expertise: *Tax, Assurance Services, International, Banking, Oil and Gas*

Examples of style or skills: *leadership, communication, negotiations, organization*

Begin thinking about a personal brand, realizing that it will likely develop over the next several years. Write a sentence or two that describes your personal brand – now and, if different, projecting into the future.

**III. Goals and Objectives:** Considering your career objectives and personal brand, detail a few short-term (one to two semester) and long-term goals (from one to several years).

**IV. Detail Your Plan:** Meeting your goals and objectives generally involves developing competencies (see list of examples in appendix a). Select a few competencies or identify areas of expertise that you wish to specifically develop in the coming semesters. Using the development chart attached, detail the activities/events that you plan to engage in to achieve your personal goals.

**V. Participate and Learn!** Document your experiences.