PRESENTION

**Business department 2023**

*P.S.A and career path*

Data Analyst

# Personal SWOT Analysis Presentation

# S W O T

| | | | |
|---|---|---|---|
| **STRENGTHS** | **WEAKNESSES** | **OPPPORTUNITIES** | **THREADS** |
| Soft skills I possess as a Data Analyst | Lacking in terms of proficiency and skills | The big picture: Where do we stand with data? | Decision making with big data: Can the accuracy be trusted upon? |

# Strengths

FAST LEANER

ABILITY TO ADAPT

COOPERATIVE

SELF-PACED

# Weaknesses

LESS EXPERIENCE

LACK OF CONFIDENCE

OCCASIONALLY INABILITY
TO CONCENTRATE

# Opportunities

ARTIFICIAL INTELLIGENCE

MACHINE LEARNING MODELS

BIG DATA BASED DECISION MAKING FOR BUSINESSES

DATA DRIVEN TECHNOLOGY

# Threats

BIASED DATA

INEXPERT ANALYSIS

BUDGET MANAGEMENT

INADEQUATE DATA

Two out of three employees have recently considered leaving their job because there aren't enough opportunities for skills development, career advancement, or transitioning to different roles or a new career path. Professional growth is clearly top of mind for many workers right now and career pathing is a powerful tool employers can use to facilitate that growth.

# What is career pathing?

Career pathing is the process of creating a road map to help your team members realize their professional aspirations. It may involve development activities, lateral moves, and promotions that move employees closer to their short- and long-term career goals.

# The benefits of career pathing

## Improve business performance

**Having a structured career path increases your team members' motivation to do their best work so they can reach their professional goals. This can have an enormous impact on business metrics that drive performance**

## Increase employee retention

**Career pathing enables your team members to visualize their future with your organization and grow within your company. This helps your team members feel valued, resulting in higher job satisfaction, employee engagement, and retention**

Attract more job candidates

A recent LinkedIn survey found that 61% of U.S. business leaders say it's challenging to attract top talent right now. Showcasing opportunities for career progression can help.

- 81% less absenteeism

- 18%-43% less turnover

- 28% less shrinkage (theft)

- 10% increase in customer loyalty and engagement

- 18% higher productivity

- 23% higher profitability

# 6 steps to building compelling career paths

**Step 1: Assess your business needs**

**Which emerging roles do you expect to see at your organization in the next five to 10 years? Answering these questions can help ensure that employee development is tailored to the needs of your organization.**
**Build clear job descriptions**

Step 2:Discuss career goals with your team members: **Hold regular conversations with your team members to learn about their short- and long-term career goals**

Step 3: Build a personalized career pathway: **Find the intersection of your team member's goals and your business needs to create realistic, personalized career pathways for each employee** Keep in mind that career paths aren't always vertical and linear.

Step 4: Create an employee development plan

Upskilling and reskilling are crucial for building an effective career plan.

Step 5: Monitor employee performance

Monitor and assess performance regularly to ensure your team members feel supported and have the resources they need to reach their goals.

Step 6: Reward professional development

**Rewarding your team members for progressing along their career path can help <u>improve your employees' morale and motivation</u> so they keep working toward their goals**.

# Final thoughts: Career pathing is an ongoing process

Career pathing is a powerful tool for businesses that want to encourage professional growth but it requires an ongoing effort to get it right. Your team member's goals and your business needs will change over time and employee career paths may need to adapt. Take a fresh look at your career pathing program at least annually to ensure it stays relevant and your team members stay engaged. Give this program the attention it deserves and you'll find it well worth the investment