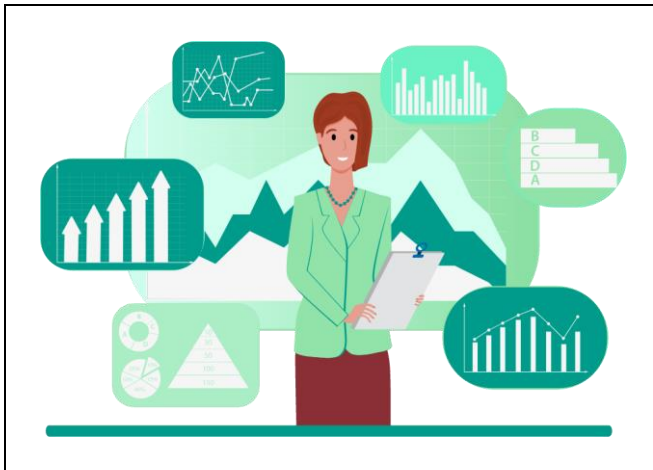


Learner Handout - Digital Transformation Specialist



Job Profile:	Business Development Professional
Role Description:	A Business Development Professional identifies new business opportunities and clients for a company, identifies new products, services and lines of business, and develops marketing and sales strategies to help grow a company's business. Collects and manages data on sales and business processes, does market research, and stays informed of industry trends and dynamics. Builds customer relationships and partnerships. Reports to a Business Development Manager or Director.
Competences Addressed:	Business acumen, Data handling, learnability, problem-solving
Key Skills:	Competitors mapping, SWOT analysis, benchmarking analysis, business trends prediction, goals definition, competitive advantage analysis, data analysis, data conclusion and reporting, data-based modelling, skills development research, digital skills apply, assess own skill level and identify priority improvement areas, brain-storming, mind-mapping, survey techniques, design thinking and networking.

Personal Action Plan:

Individual's Name: _____

G: Goal - The Goal is the endpoint, where you want to be. The goal has to be defined in such a way that it is clear to you when you have achieved it.

R: Reality - This is how far you are from their goal. If you were to look at all the steps you need to take in order to achieve the goal, the Reality would be the number of those steps you have completed so far.

Where do I want to be? – Long Term Goal

Where am I now? – Reality

***Education/Training History:**

***Career History:**

O: Obstacles - There will be Obstacles stopping you from getting where you are now to where you want to go. If there were no Obstacles, you would already have reached your goal.

Options, once the Obstacles have been identified, the ways of dealing with them are the Options.

***What is stopping me from getting where I want to be? – Obstacles**

What could I do? – Options

W: Way Forward - The Options then need to be converted into action steps which will take you to your goal. These are the Way Forward.

Next Steps:

How can I get there? – Way Forward Action Points

Additional Learning Resources

Title: 'Understanding the Basics of Business Development'	Link: https://www.investopedia.com/articles/personal-finance/090815/basics-business-development.asp
Title: '10 Common Business Development Activities'	Link: https://thebdschool.com/common-business-development-activities/
Title: 'Business Development Strategies'	Link: https://1819.brussels/en/information-library/growing-your-business/which-growth-strategy-can-i-apply-my-business
Title: 'Boosting the Business Development Strategy'	Link: https://www.americanexpress.com/en-us/business/trends-and-insights/articles/tips-effective-business-development/
Title: 'Business Development Measuring'	Link: https://dynamics.folio3.com/blog/business-development-kpis-key-metrics-for-measuring-and-improving-business-growth
Title: 'Business Development Professional Job Description'	Link: https://www.hiringpeople.co.uk/job-descriptions/business-development-officer-job-description
Title: 'Business Development Manager Job Description'	Link: https://www.goconstruct.org/construction-careers/what-jobs-are-right-for-me/business-development-manager/



Title: 'Business Development Professional Certification'	Link: https://resumecat.com/blog/business-development-specialist-certifications
Title: '5 Of The Best Things Business Development Professionals Can Do To Stand Out In 2023'	Link: https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2022/12/29/5-of-the-best-things-business-development-professionals-can-do-to-stand-out-in-2023/
Title: 'Best Business Development Books'	Link: https://bookauthority.org/books/best-business-development-books