

PERSONAL DEVELOPMENT PLAN

FRAMEWORK FOR

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ABSTRACT

The framework includes: Vision, Values, Methods, Obstacles, and Measures. Creating an annual personal development plan applies structure and guiding principles to yearly professional growth and maintains accountability. The framework is flexible and adjusted as needed.

VISION

To work in a dynamic team environment with co-workers who seek to be open and inclusive and learn and work in the latest communication mediums. Our communication efforts bring high levels of visibility to projects and marketing programs within our initiatives.

Communications is a rapidly evolving field and the pace of technology advancements requires that we are continuously learning and adapting our mediums and messages. Leadership is an ongoing process of personal growth that improves our outcomes.

VALUES

- Diversity and Inclusion
- Communication
- Creativity and innovation
- Lifelong learning
- Growth through new strategies, evaluation, and self-reflection

METHODS

- Daily experiential learning on diversity and inclusion
- Professional development courses
- Networking, peer resource groups
- Input from others/ mentors
- Project production goals
- Strategic planning and action

OBSTACLES

- Competing priorities
- Balancing the missions and programs in our communication initiatives
- Investing in the wrong mediums or technology advancements

MEASURES

- Increase communication outputs by 10% over previous year
- Growth (5% monthly goal) in the audiences impacted by communications initiatives
- Complete at least one professional development course per semester and show how the material is used