



We take care of careers!

2015

Personal Strategic Planning Workbook

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Important

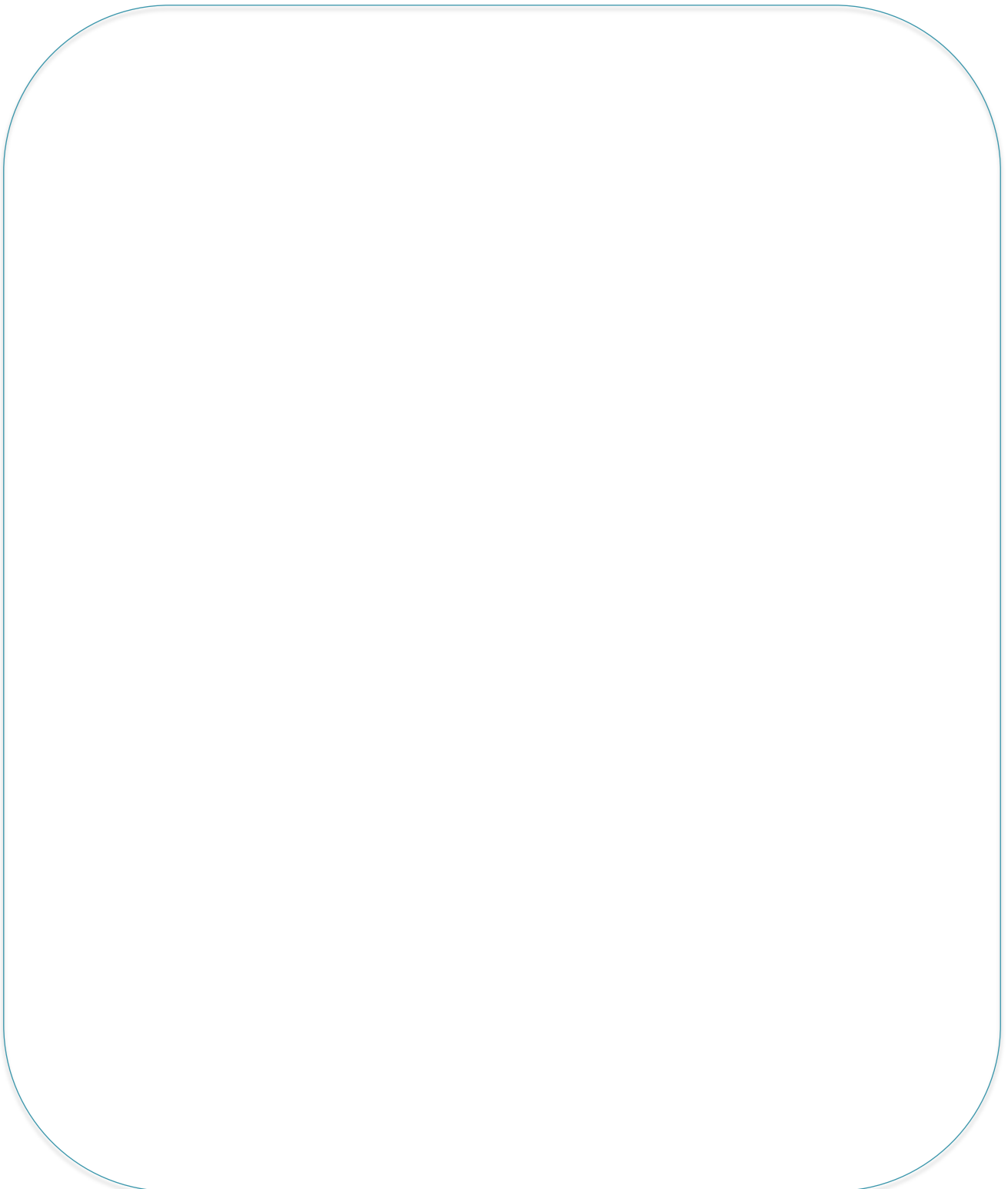
To get maximum benefit from this document, we suggest you first have a look at it and think about the titles in general.

Once you get everything on paper, keep your file in a handy place and read it once or twice a month, remind yourself your strategic plan and note your achievements.

When necessary, use the empty back pages for changes or notes.

Remember, "writing is magic" and it is only you who can create this magic.

Summary of 2014 (I – Improvements): Projects you have started/completed, big/important achievements, your remarkable/ innovative/new ideas, situations where you feel more competent/more mature, your self-investments (education, training, books, researches etc.).



Summary of 2014 (II - Learnings): Critical positions you have faced in business, missed opportunities (what could have you done differently to reach to a better result?), lessons from 2014.

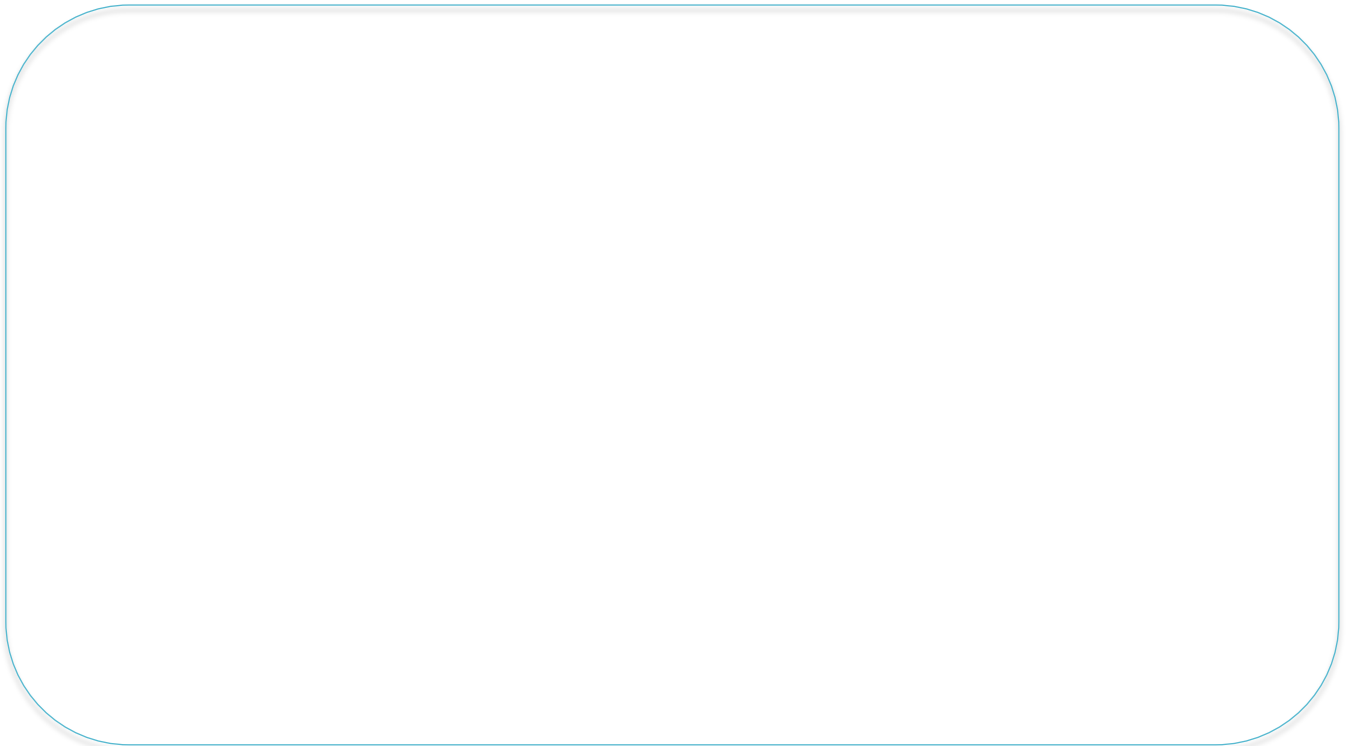
Your Strengths: Your strongest, most impressive attributes and skills that make you different from the others.

Areas of Improvement: What can you improve to benefit from the opportunities you may face in the future?

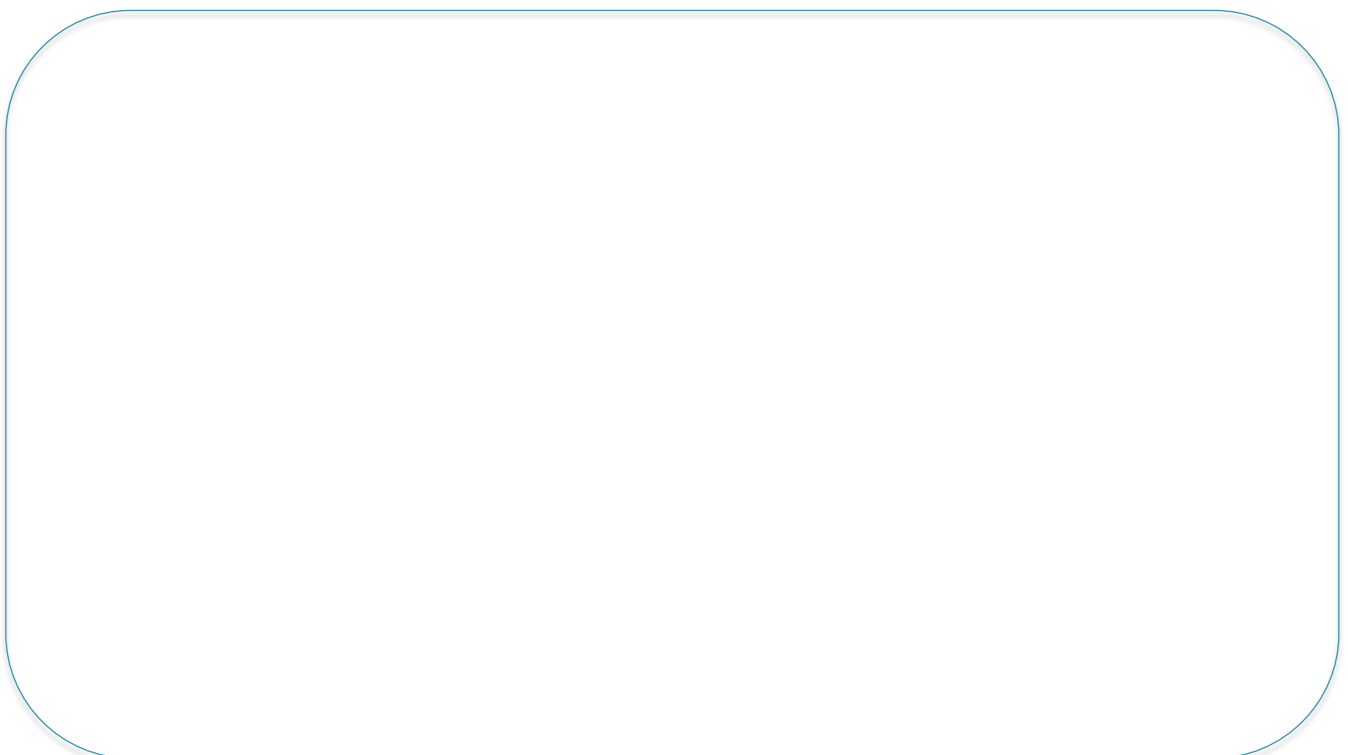
Your Values: Your principles in business.

Your Slogan: Remember the adjectives people use for you when introducing you to the others. Be careful if you do not have any, then it is the time to create your slogan and behave to enhance it.

Your Product: Your job, the value you create.



Your Passion: Things that you enjoy most in life, subjects that you consider yourself (generally) an expert. Try to combine your job and your passion for great success.



Your Objective: The point you'd like to reach in business, your target. Objectives can change in time, but there should always be one. PS: Please define your short, medium and long-terms.

Short Term:

Medium Term:

Long Term:

Things to do to reach your objectives? You can find something better than “working hard”. You need planned moves to reach your objectives.

Short Term:

Medium Term:

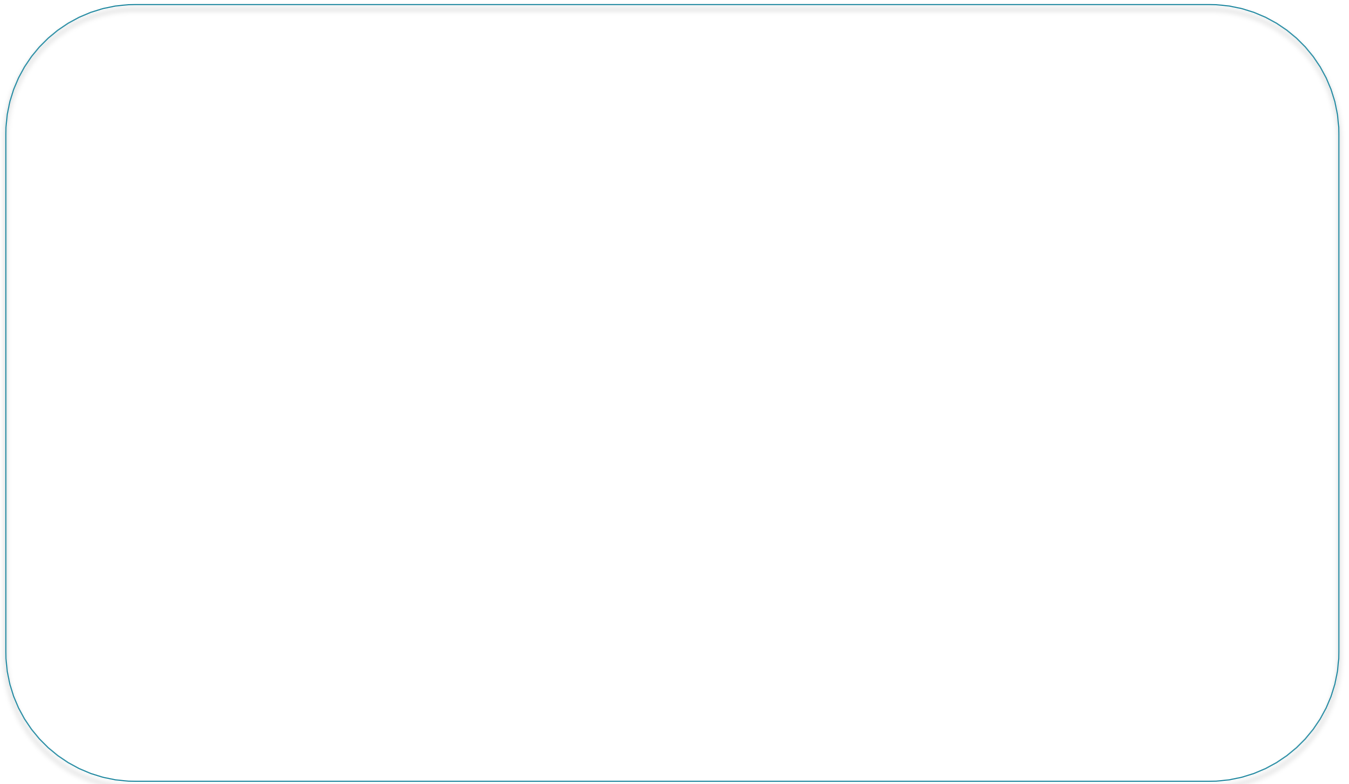
Long Term:

Target Market Analysis: Those who hold the power of introducing you the desired conditions when they are impressed with your performance and their passions, expectations, interests, and concerns.

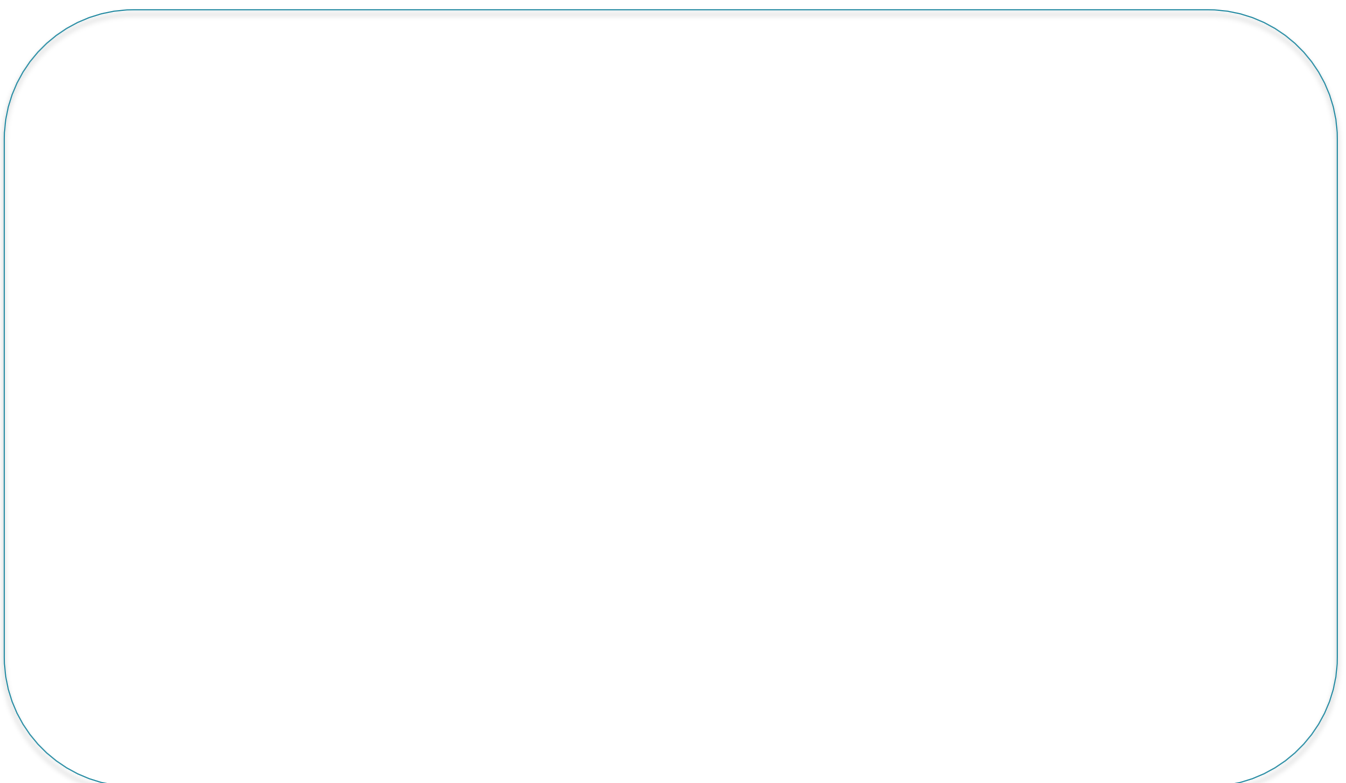
Partners Analysis: Strengths of those who can help/support you to reach your objectives. And of course, the ways you support them.

Competitors Analysis: Those who try to reach the same objective as you. Analyze them one by one and compare their strengths with yours.

January 2015. What have you done to reach your short, medium or long-term objective?



February 2015. What have you done to reach your short, medium or long-term?



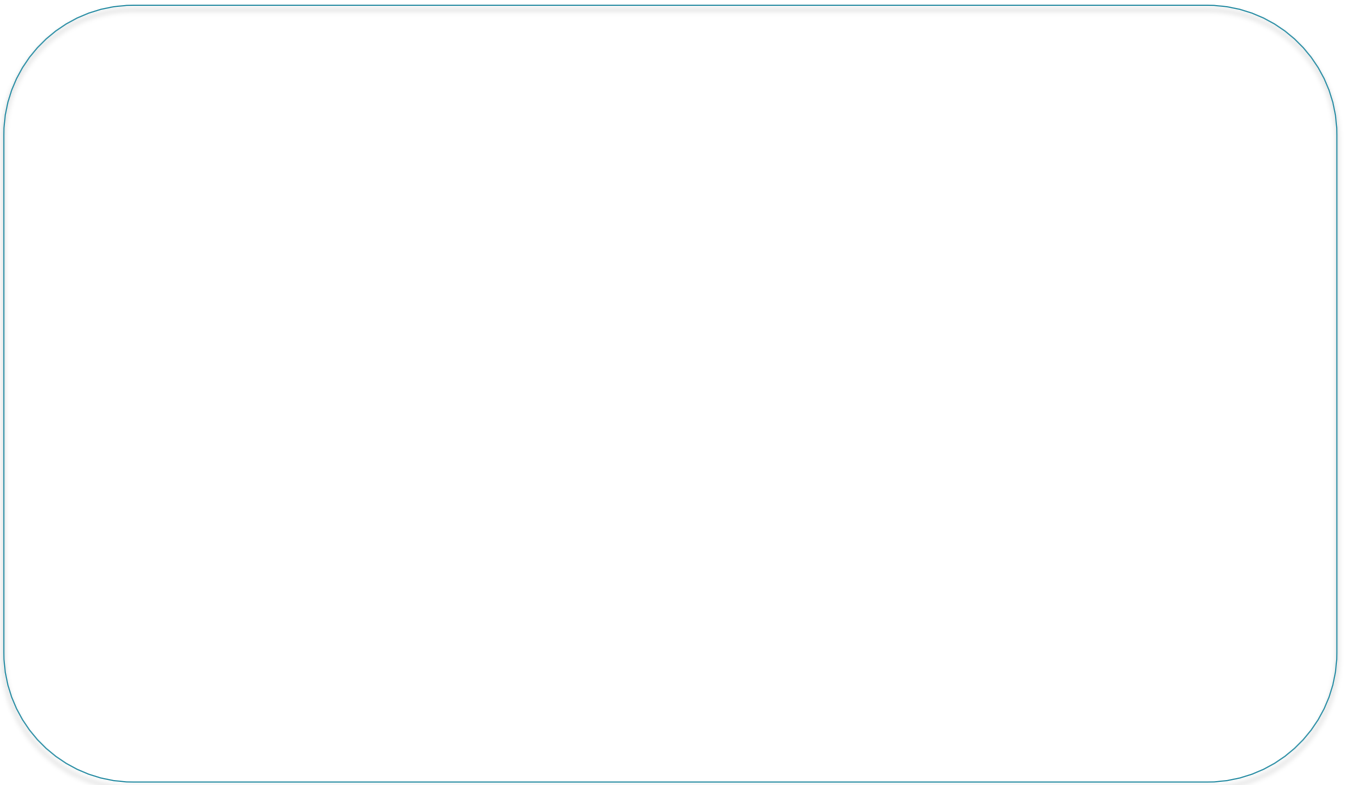
March 2015. What have you done to reach your short, medium or long-term objective?

April 2015. What have you done to reach your short, medium or long-term objective?

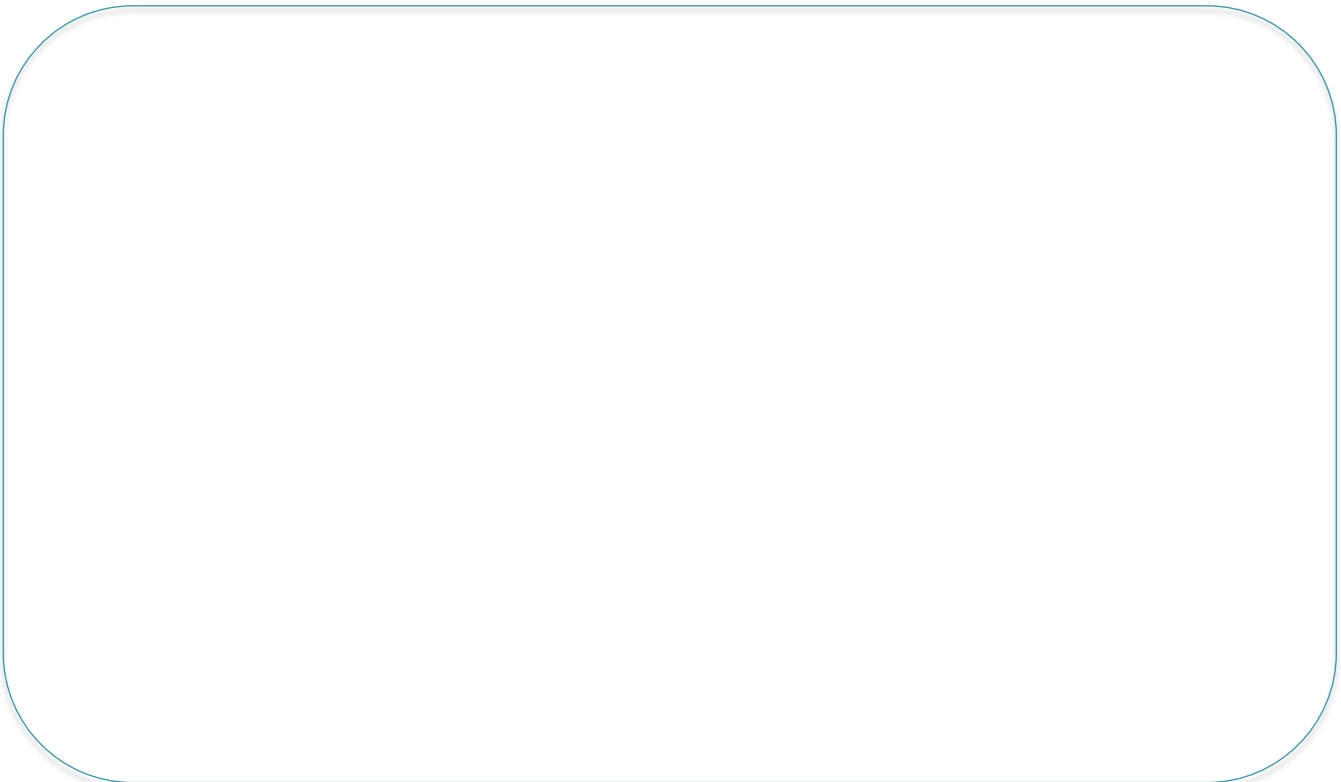
May 2015. What have you done to reach your short, medium or long-term objective?

June 2015. What have you done to reach your short, medium or long-term objective?

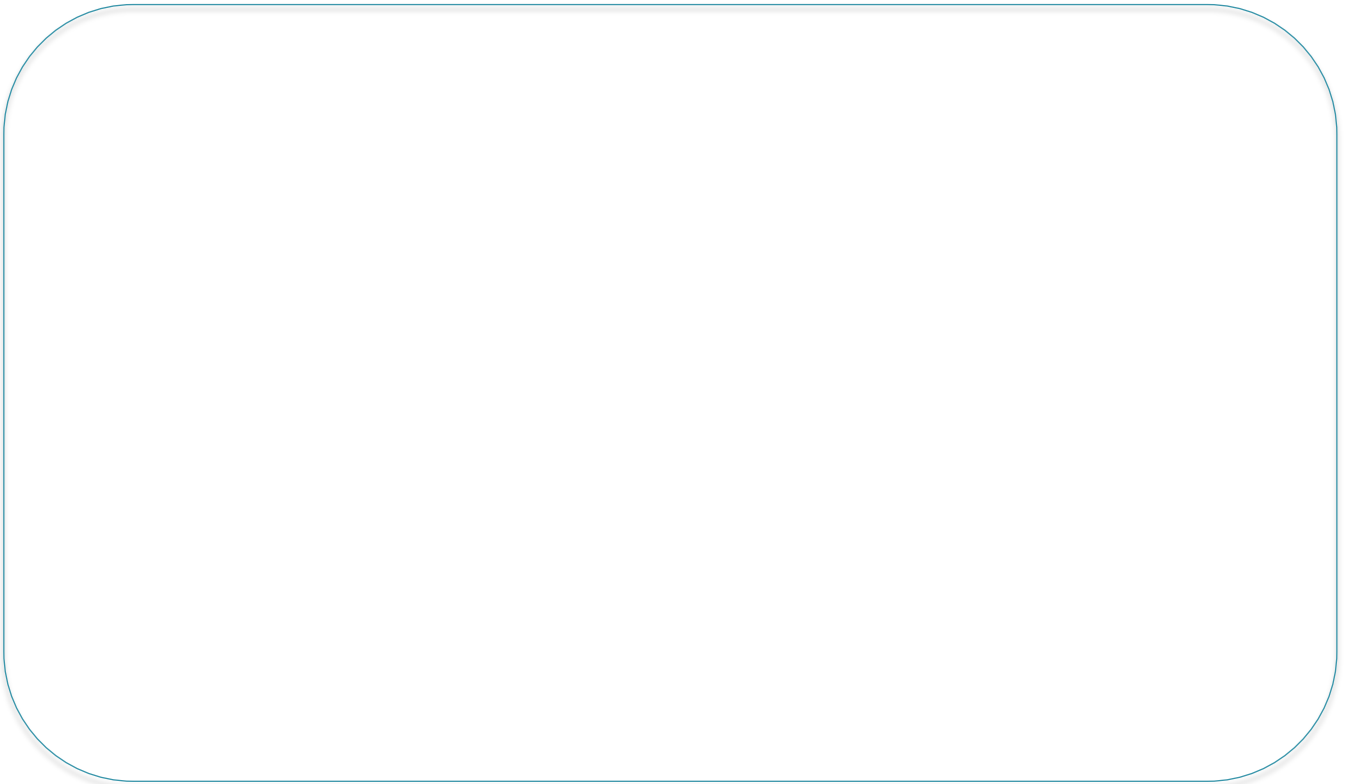
July 2015. What have you done to reach your short, medium or long-term objective?



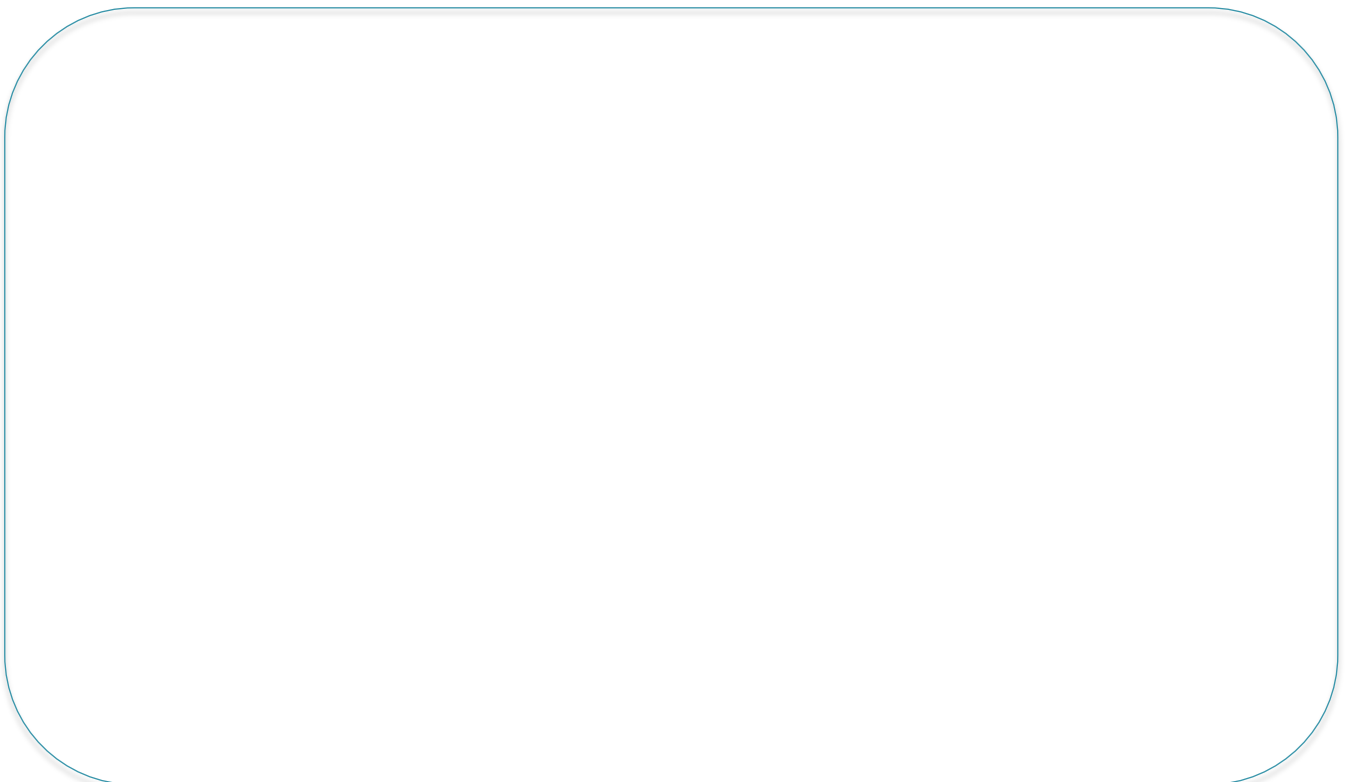
August 2015. What have you done to reach your short, medium or long-term objective?



September 2015. What have you done to reach your short, medium or long-term objective?



October 2015. What have you done to reach your short, medium or long-term objective?



November 2015. What have you done to reach your short, medium or long-term objective?

December 2015. What have you done to reach your short, medium or long-term objective?

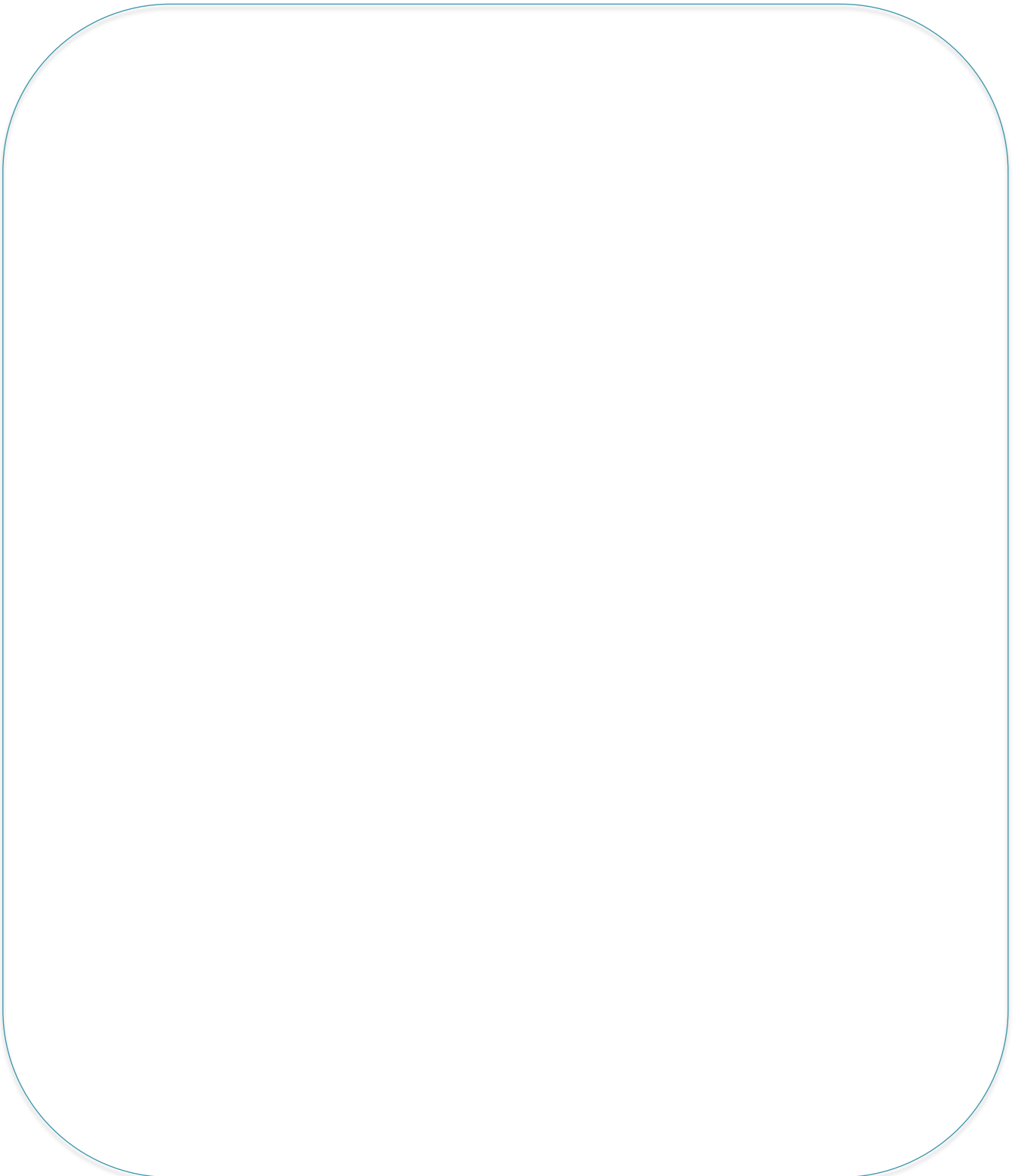
Personal Evaluation: You can find below some generally accepted attributes that have high importance in business to reach personal goals. 1 being very weak, 5 being very strong, evaluate yourself. Remember, sometimes little things make a huge difference and competitive advantage.

I am a positive and happy person.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I smile even when I talk on the phone.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I stand by my beliefs.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I know how to self motivate, I do not expect it from the others.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
When there is a problem, I focus on the solution.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I accept the consequences of my choices; I do not try to blame the conditions or the others.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I read, take notes, research, do all necessary things for my personal development.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I focus on people's positive and strong attributes.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I do not do negative talk about people in order to make myself look better.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I see others' achievements and show my awareness by mentioning that.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I am an adult and I act accordingly.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I reflect quality with my attitudes, behaviors and choices.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I trust and believe in myself.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I try to make people happy and I let them know that I respect them.	1	2	3	4	5	<input type="text"/>	<input type="text"/>
I impress people with my looks and increase my credibility.	1	2	3	4	5	<input type="text"/>	<input type="text"/>

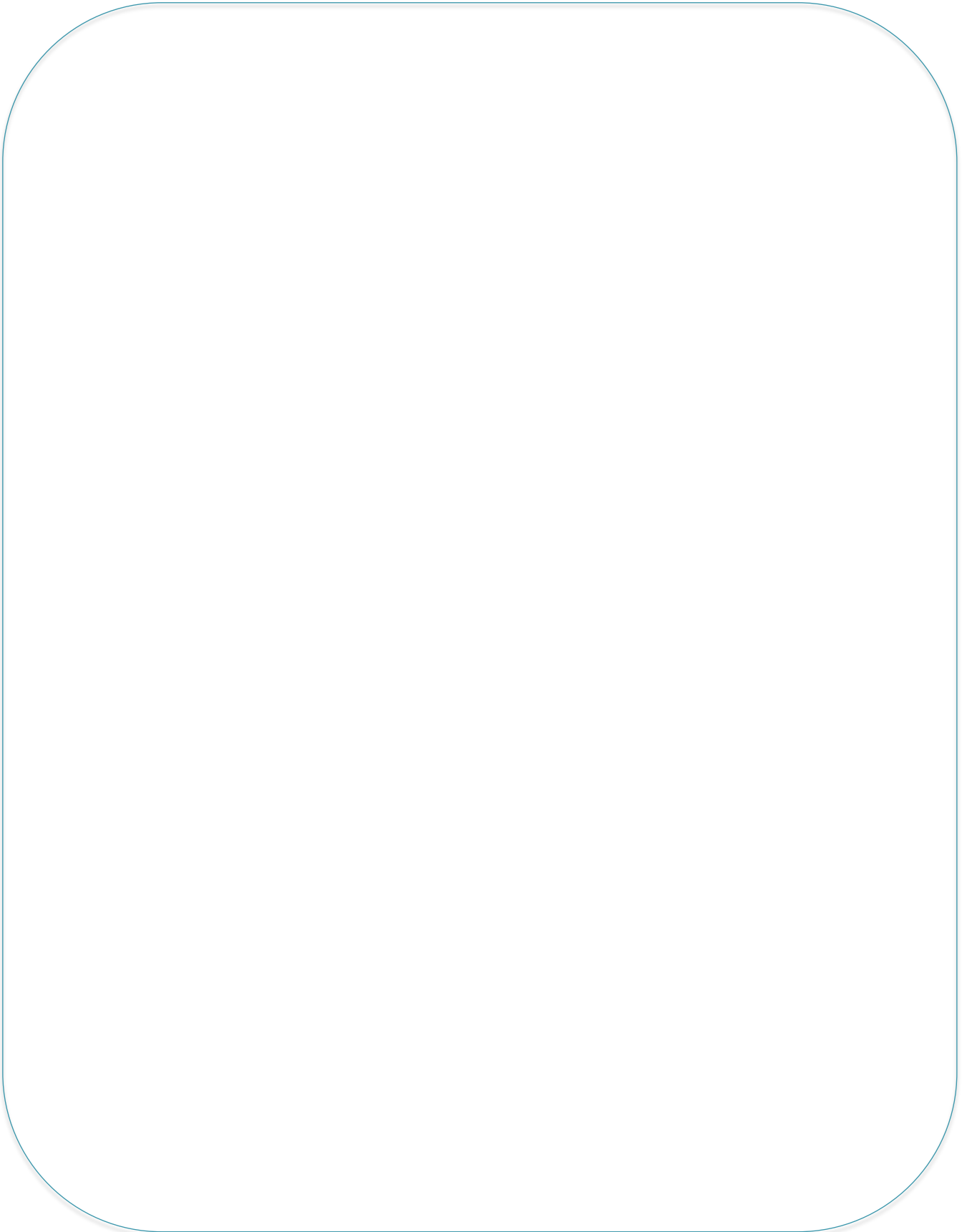
Conclusions: Analyze your Personal Evaluation results on the previous page. Think about what type of feelings you evoke in people, how they feel when you are around. Remember, people are buying experience, rather than services or products today. What do you promise them, what type of experience you create for them?

Your Difference: Consider all the self-analysis you have done so far and summarize your difference from your competitors in one sentence.

Strategic Planning of 2015: Consider your strengths, passion, values, competitor / partner / target market analysis and write down your realistic, timely, achievable, measurable strategic plan to reach your objectives. A good strategic plan should answer the questions of what, where, how, when, why, for whom, with who and against who.



Notes:



Our passion

To inspire and empower our clients to accomplish and perform their full personal and professional capabilities.

Our Dream

A business environment full of professionals who:

- Know what their career objectives are,
- Are aware of their talent, capabilities and potential,
- Are willing to use and constantly improve their skills and competencies,
- Know how to stand out in crowd to fulfill their objectives and
- Want to be a productive member of the community.

Our Guiding Principles

- Delivery of high quality, refined, custom-made services,
- Commitment to our clients and business partners,
- Celebration/acknowledgement of different cultures and backgrounds,
- Belief in continuous growth and
- Strict confidentiality.

The way we support our clients at Duru Consulting

We are in talent development business. We provide professionals with custom-made programs to help them:

- Determine what they really want,
- Set their personal goals,
- See the cost of not taking action,
- Define their strengths and improvement areas,
- Improve their weaknesses,
- Leverage their strengths,
- Use their natural ability to reach their goals,
- See the big picture,
- Set their priorities,
- Prepare their personal action plan,
- Be seen and recognized by others,
- Review their progress and development.

We believe that success is a choice and we coach our clients for success!

Elif Gönen, ACC, Co-founder

- ✓ Background in HP, Swissotel, Coca Cola
- ✓ Hacettepe University English Literature
- ✓ Yeditepe University MBA
- ✓ Adler Coach Certificate
- ✓ Certified NLP Practitioner
- ✓ Entrepreneur
- ✓ Facilitator
- ✓ SHRM and ASTD member
- ✓ 10+ years experience in training and development
- ✓ Lifetime learner
- ✓ Gen Y studies

Sedef Duru Özkazanç, ACC, Co-founder

- ✓ METU Business Administration
- ✓ Cornell International HR Practices
- ✓ Certified executive coach
- ✓ Certified Korn Ferry/Lominger coach
- ✓ Certified talent development and career management professional
- ✓ Certified leadership program development professional
- ✓ 20yrs in marketing + 10yrs in HR
- ✓ Solid business background
- ✓ Proactive strategic thinker
- ✓ Mensan