



EHR101 WORK & EMPLOYABILITY

Dr. William Vuk Despotovic
&
Catherine Longsworth

Workplace Reflection

WORKPLACE REFLECTION

After listening to the TED x talk featuring Christopher Drake (C. Drake personal communication, April 14, 2020), I consider that entrepreneurship and founding a business provides a foundation to build skills in multiple disciplines in a condensed and fast-tracked manner. Beginning a business startup will not only allow me to build skills and experience in Marketing post-graduation, but will also allow me to explore other facets of business. Traditionally, post-graduate students will often engage in extracurricular activities, volunteer work and internships in order to build relevant vocational experience. Though these activities are valuable to a graduate's employability, beginning a startup will allow me to garner a more generalist and well rounded skillset. Second to this, balancing the workload of a startup will allow me to experience multiple facets of business and potentially reveal additional strengths, weaknesses and interests that I may not have otherwise been aware of. Interestingly, I had not considered that entrepreneurship could present such a diverse set of self-directed learning opportunities. As a passionate life long learner, and someone who is constantly seeking a challenge to grow, both personally and professionally, considering starting a small business of my own may present the opportunity to build a wide array of skills in a expedited fashion. Second to this, exploring a startup of my own will allow me to try my hand at a wide range of different disciplines and potentially open new areas of interest.

My current role in as a consultant in the renewable energy industry sees me working directly with clients to assess individual needs and design packages according to those needs. My responsibilities in this role see me coordinating business resources, working with engineering teams, electricians, operations and C level management to ensure that all contracts are completed in a timely manner and to a professional standard. As an agent of the firm, entrusted with forming contracts for service on behalf of the business, my role sees me build a wide ranging set of skills in a business context more broadly while more directly developing a skillset in direct sales, customer service and negotiation.

Other activities that can improve my employability and bolster my skillset before graduation include continued professional development, through short courses, masterclasses and workshops. It is my intention to complete at least one focused shortcourse quarterly both until and post graduation. By continuing to build new skills and refine my already established skill sets I can ensure that my skills remain current and relevant while continually growing professionally.

Applying for undergrad positions such as internships and volunteering roles with organisations offering undergrad employment will allow me to establish vocational experience and apply the skills I have developed academically. This provides greater employability through demonstration of experience while giving me the opportunity to network, build on skills and learn from more those of more experience.

Continuing to regularly read academic articles and industry publications helps me to keep up to date with industry trends, broaden my knowledge in marketing and business more generally. In addition to this I aim to read at least one book a month in the fields of entrepreneurship and business.