

Creating Your Competitive Edge

Lena Li
Feb 4th, 2023

Institute For Supply Management



Top 3 Skills

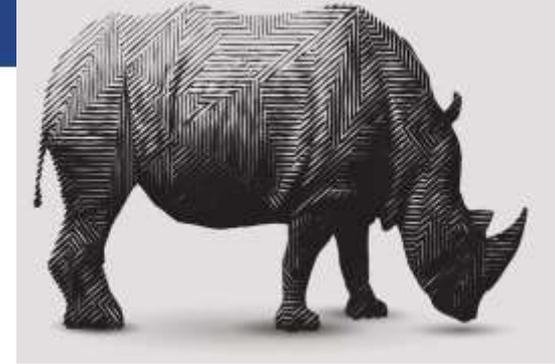
What are the top 3 skills will help you stand out from a job interview?





Today's World

Deglobalization





The future workplace

Gartner.

6 Ways The Workplace Will Change In The Next 10 Years

- 1** "We Working" will eliminate middle management
- 2** Constant upskilling and digital dexterity will outweigh tenure and experience
- 3** Extreme work choices will blur boundaries, businesses and buddies
- 4** Smart machines will be our co-workers
- 5** We will work for purpose and passion, not just money
- 6** Work-life challenges will reveal a dark side

© 2022 Gartner, Inc. and/or its affiliates. All rights reserved.



Top 10 Skills of 2025

- Analytical thinking and innovation
- Active learning and learning strategies
- Complex problem-solving
- Critical thinking and analysis
- Creativity, originality and initiative
- Leadership and social influence
- Technology use, monitoring and control
- Technology design and programming
- Resilience stress tolerance and flexibility
- Reasoning, problem-solving and ideation

Reskilling needs



WORLD
ECONOMIC
FORUM

Source: Future of Jobs Report 2020, World Economic Forum



Developing a Competitive Edge



- Do you have a skill or combination of skills that most others don't have?
- Do you have a specialization that most others don't?
- Do you have a brand that means something?



Personal SWOT



Personal SWOT Analysis

- Where Talent Meets Opportunity
- The ultimate goal is to correct your shortcomings and boost your abilities in order to improve yourself and your career
- Achieve your professional objectives or success in a specific project.



Personal SWOT - Strengths

- What do you do well?
- Which tasks do you enjoy most?
- What skills do I excel at compared to my competitors?
- When you are performing at your best, what do you notice about yourself?
- Do you have a competitive advantage such as valuable education, contacts or experiences?



Personal SWOT - Weakness

- Have you detected any bad habits in performing the job?
- Has anyone, colleagues or bosses, spoken to me about my professional weaknesses?
- What are you secretly aware of that you would like to improve about yourself?
- What causes you most concern about yourself?
- Do you have personality traits that impact the effective performance of your job?
- What areas could you improve: attitude, skills, knowledge?



Personal SWOT- Opportunity

- Do you have a good network?
- How can you leverage my strength?
- Are there any under-exploited niches in the market that offer good opportunities?
- How can you use technology to develop my career?
- What opportunities would you like to create for yourself?
- What is the most obvious opportunity that you could take advantage of?
- What would your most trusted advisor tell you is an opportunity for you?



Personal SWOT - Threat

- What are the chances of an economic crisis?
- What external factors limit my professional development?
- Are there any changes affecting your industry?
- What are the other professionals with whom you compete like? What are their strengths?
- What external factors cause you concern?



How to Use a SWOT Analysis

Use SWOT Analysis to distinguish where you are NOW and what you want to be

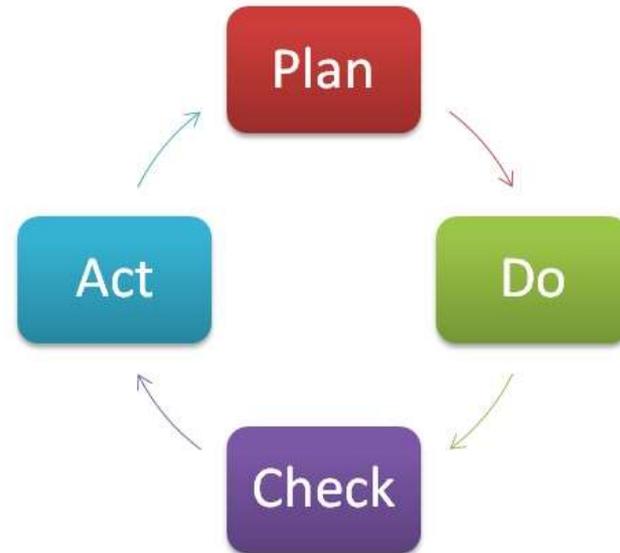
- Do not limit yourself
- Apply **SMART** Rules when doing the SWOT Analysis
- Rank the point in order to prioritize
- Keep it brief



Review Results

There are no good or bad results from a personal SWOT analysis:

- Correct your weaknesses
- Adjust to threats
- Maintain the strengths
- Exploit opportunities





You Take Charge of Your Life

Remind yourself:

*Nobody built like you,
you design yourself.*

Jay Z



JOIN US NOW!



Register for CPSM Exam



Register for ISM-HK Membership