

Growth Plan

Strategist skills	What to learn	Exposure	Attempted	Confident	Great	3-month goal
Crafting a persuasive presentation	Visualising					1. Present a deck of my own making to the team
	Storytelling					
	Bringing to life in other ways (diagrams, prototypes, etc)					
	Workshop design					
Commanding an audience	Client meeting					2. Involvement in a workshop
	Public speaking					
	Involvement in / Facilitating a workshop					
Doing great research (qual + quant) and unearthing insights	Body language and tone of voice when addressing ppl					3. Get more interviewing practice
	User testing					
	Interviewing					
	Competitor audit					
	Questionnaires / Surveys					
	Consumer insight gathering					
	Behavioural analysis					
	Trend analysis					
	Horizon scanning					
	Generating insights and recommendations					
Learning and using strategy tools	Developing a research plan					4. Write my own brief 5. Try to get involved in experience mapping 6. If possible, create experience principles and personas
	Writing briefs (creative, sprint, project scope)					
	Identifying a value proposition					
	Storyscaping					
	Experience principles					
	Personas					
	Web analytics (Hitwise, Spreadfast, Semrush)					
	Consumer data analysis (e.g. TGI)					
	Experience / Journey maps					
	Identifying existing & new business models					
Standing out from the crowd	Finding new tools e.g. Jobs-to-be-Done					7. Get more involved in organising things for the team breakfast
	Keeping up-to-date with new tech					
	Thought leadership (Medium, industry news)					
	Helpful stuff for company (making or sharing)					
Standing out from the crowd	Master a hard skill? E.g. UX, data analysis, opp. Mapping					7. Get more involved in organising things for the team breakfast
	Have a topic POV? E.g. agile/lean methodology, team dynamics, company culture					
	Develop deep sector knowledge e.g. education, FS					