

INDIVIDUAL DEVELOPMENT PLAN

Team Member Name:

Team Member Position:

Last Updated On:

Supervisor:

Your Individual Development Plan [IDP] is your ongoing guide – developed by you with the input and guidance from your Supervisor – for charting your career path and achieving your goals. This exercise will help you identify your professional strengths and opportunities, and determine individuals goals the specific learning activities needed to reach those goals. Please refer to the *Individual Development Plan Reference Aid* for resources and tips for completing your IDP.

STEP 1: Identify Knowledge, Skills and Abilities at Which You Excel

Using available resources and conversations with others, reflect on and identify your greatest strengths and skills. List your strengths below:

Organization / Management Skills	In my daily workflow, I oversee and manage many different marketing programs including the budget, gift cards, public relations, paid media, menu development and brand management and innovation projects. Managing these programs requires extensive organization and project management skills.
Ability to Work at a Fast Pace	Again, with everything that comes across my desk on a day to day basis along with managing different projects at any given time requires me to be agile and work at a faster than average speed. Working in a fast-passed environment keeps me motivated as I feel that it challenges me and allows me to produce results.
Impersonal / Teamwork Skills	I love working with my team. I know that I am not always going to have the answer so I leverage my team to increase my knowledge of their areas of expertise.
Company-Specific Strong Areas	Relationship and vendor management, Kid’s Wei program, Gift Card program, menu process and development. These are areas in my respective discipline that I have evolved and managed during my tenure on the Company marketing team. I continuously develop and improve in these areas but I continue to be the subject matter expert when it comes to these areas.
Technically Savvy	Ability to learn, adapt to and utilize ever evolving technological tools.

STEP 2: Identify Gaps or Opportunities

Using available resources and conversations with others, reflect on and identify your gaps, or areas of opportunity. List your opportunities below:

Taking a Step Back to See the Big Picture	Sometimes I move too fast that I don’t have enough time to ask hard questions and challenge my peers with questions that will improve our programs. I would like to focus on spending more time on each of day-to-day and strategic duties.
--------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Attention to Detail

On work that is public facing or critical, I would like to focus on slowing down and double checking my work using team members as resource. I need to make it a priority when there is a guest facing aspect to my work: public relations, menu development. Proof-reading needs to be top of mind in my work.

Analytics Focused

I am a very strategic thinker, but lately I feel as if it's slipped away from me as a result of the pace in which I am working at. I would like to dive deeper into consumer engagement and behaviors and focus on strategies that will increase incremental traffic / sales. I want the ability to look beyond the data and pick up on trends and patterns to come as second nature to me. Specially, I would like to aim to report of monthly PR coverage.

STEP 3: Identify Your Career Aspiration(s)

Using available resources and conversations with others, reflect on and identify your career aspirations over the next 12 to 36 months. Be specific as possible.

I aspire to become a brand manager. I am comfortable where I am today as I continue to be challenged through my work. However, as I settle more into my role as an Assistant Brand Manager and potentially as our team grows, I believe that I will develop the skills to grow with the organization and serve in a more managerial role.

I aim to complete the application process and enroll into a MBA program within the next 24-36 months. Furthering my education has been a goal of mine for some time now. Not only will the MBA program give me an improved holistic perspective on the business world, but I will be able to acquire new skills and education that I can apply to my career.

STEP 4: Building Your Plan for Success

Development Goal	When Goal is Obtained?	Actions (Specific Activities, Exercises and Actions)	Timetable	Stakeholders	Measurement
Promotion: Brand Manager	Supervisors recognized me as a manager-level team member.	Show my ability to work in a managerial role.	2017	Cassie, Amy, Clay	Management of agencies to satisfaction of Amy and Clay.
	A key holder of Company brand institutional knowledge.	Review brand agencies and staffing to provide cost-saving and effectiveness options for the next 24 to 36 months.	<ul style="list-style-type: none"> 2017: Options for brand support. 2018 and beyond for implementation. 	<ul style="list-style-type: none"> Cassie, Amy, Clay Unknow third parties 	<ul style="list-style-type: none"> Written Proposal discussed. Implementation begins.
Improve my Knowledge of the Restaurant Industry	Be recognized as a subject matter expert to others in the organization on industry news and trends which benefit the Company brand.	<ul style="list-style-type: none"> Attend an industry-related conference. Review and leverage consumer insights and trend tools that are available to me (Mintel dashboard). Become a strategic partner to the culinary team. 	TBD to 2017	Cassie, Amy, Clay	<ul style="list-style-type: none"> Confidence in my industry-related business decisions. Amy and Clay seek for my decisions and approvals on critical business needs.
Grow my Professional Network and Skills	Ongoing; continuous progression and improvement in overall leadership development.	Southwest Exchange Conference	10 – 2016	Cassie	Leadership Skills
		Winter Leadership Training	12 – 2016		Management Skills
		360 Leadership Summit	03 – 2017		New Relationships
Grow Knowledge and Skills Related to Creating Reports and Analysis Based on my Area of Discipline	New knowledge and skills leveraged to create benefits of Company.	Create a template that I can easily access and report out on each month.	Q1: 2017	Cassie, Amy	Standard Report
		Review and identify trends within monthly reports that could lead to positive changes in brand marketing.	Q2: 2017	Cassie	Summary of trends and opportunities.

**INDIVIDUAL DEVELOPMENT
PLAN (IDP)**



Development Goal	When Goal is Obtained?	Actions (Specific Activities, Exercises and Actions)	Timetable	Stakeholders	Measurement
		Present report, insights and opportunities to team and supervisors for consideration and adoptions.	Q3: 2017	Cassie, Amy, Clay	Presentation of data, summary of trends, and proposals for changes.
Obtain my MBA	Start program and obtain MBA designation.	Complete application process and sign up for orientation.	2018	Cassie	Enrolled
		Complete coursework.	2018 to 2020	Cassie	Passing Grades
		Graduate.	2020	Cassie	Diploma

Once you have completed your plan, please present and discuss your draft IDP with your Supervisor to obtain their feedback and support. Please sign and date your IDP and determine the date of your first or next progress check-in with your Supervisor. Make sure to store your IDP electronically in a location easily accessible by you and your Supervisor.

Team Member

Signature

Date