

# Personal Development Plan

**Name:** John Smith

**Review frequency:** Monthly

## Personal Statement

I have worked in IT for large organisations for over 20 years and, although it pays very well, it just doesn't give me any fulfillment any more. A lot of the work is tedious, the hours are long and I always have too many managers to report to.

I recently designed a website for a friend and very much enjoyed the process. I think I would like to do this full time as it gives me the opportunity to express myself creatively, which I feel has been suppressed in my IT career. I would also like to work for myself so that I can choose my own hours (and my own clients). It would be a drop in salary at first but I have plenty of money to fall back on until the business takes off.

I have the technical skills to design websites but do not currently have a lot of business acumen. I also only have one website in my design portfolio and no new clients in the pipeline.

## Primary Goal

**SET UP MY OWN WEB DESIGN AGENCY AND QUIT MY JOB WITHIN 6 MONTHS**

## Secondary Goals

1. Learn to speak some basic German for my trip to Hamburg with the lads in 3 months.
- 2.



---

## Action Plan

Goal	Objective	Milestone	Deadline
SET UP MY OWN WEB DESIGN AGENCY AND QUIT MY JOB WITHIN 6 MONTHS	Speak to accountant friend about setting up book-keeping/accounts and tax return	Accounts system in place	1 month
	Create business plan and ensure my idea is financially viable - I don't mind a pay cut but it needs to be profitable!	Business plan created	1 month
	Online and offline research about setting up a business in the UK	Legal entity is chosen (sole trader, limited company etc)	3 months
		Business is established	6 months
	Aim to get two new clients per month from the second month to develop a portfolio of work, to do part time whilst still working in my IT job	Got first client	2 months



	Got second client	2 months
	Got fourth client	3 months
	Got tenth client	6 months
Learn to speak some basic German for my trip to Hamburg with the lads in 3 months.	Complete a 3 month online German course I've seen	3 months
	Listen to German radio whenever I can	3 months
	Watch 6 German-language films on Netflix	First film watched 1 month
		Second film watched 1 month
		Third film watched 2 months
		Fourth film watched 2 months



---

	Fifth film watched	3 months
	Sixth film watched	3 months



---

## Review Sheet

Date: 27/04/2019

**Comments:**

1. I got my first website design client but he was an absolute nightmare! He kept changing his mind about what he wanted and didn't pay on time. In the end I had to terminate the agreement - I hope all clients aren't like him!
2. I completed my business plan and it all looks financially viable.
3. My friend has offered to set me up with an accounting system and do my tax return at a good rate.
4. I have done a little research online and think I would set up as a 'sole trader' if I decide to continue with working for myself.
5. I've started my online German course and am really enjoying it.
6. I have also watched a couple of German speaking films although I had to switch to subtitles as I had no idea what they were saying!
7. I have added the objective to draw up a contract agreement that limits website design revisions and ensure I get 50% of my fee up front before taking on any more clients to prevent the issues I had with my first client.

