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April 17, 2006

Management 323

Dr. Harrington

Personal Strategic Plan
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Introduction

Over the course of my past four years at Radford University, I have not only developed myself as a person, but I have developed myself as a business professional. I believe that my passion for business will help allow me to succeed in the business world and I hope that my future with Target will work out as I have hoped. Target Corporation has an extremely unique culture; a culture in which my personality fits perfectly. I believe that with my desire to succeed paired with Target’s inevitable success, I will be able to meet my goals. Target is the type of company that I want to start out working for, grow following specific career paths, and retire with. It is the type of company that I believe I could represent well and contribute to everyday. It is the type of company that I want to work for. The following is my personal assessment of my goals, my potential career moves, my internal strengths and weakness, and a detailed career path that I hope to follow.

Statement of Long Term Career Goal

Upon my arrival to Radford University, I had always thought of myself as a potential executive leader in a large firm or corporation or I believed in utilizing my sales capabilities to vend real-estate or pharmaceuticals. When I begin envisioning my future, I never thought that the retail industry was right for me; however, that has since changed. I have now found myself completely engrossed in the thought of working for Target Corporation.

Over the course of my four years at Radford University, I have completed many projects and other assignments in which I have used my relationships with executives
within Target to execute. Through that execution, my interest with Target has only begun to grow.

Currently when I envision my future within the business arena, I see myself as an Executive Team Leader at Target Corporation within the Team Leader program in which I will be responsible for specific area store operations including logistics, guest services, perishables, and/or human resources. Target Corporation has designated a specific career path within this program and I plan to follow in that path. From Executive Team Leader, I then plan to continue on to Senior Executive Team Leader, then to Store Team Leader, and then finally to District Team Leader (Target.com). As the District Team Leader I will be responsible for a number of stores within a single district helping to ensure that the on site Executive Team Leaders are executing as appropriate (Target.com). This career path and goal of my career is of course tentative and always encompasses the idea of change. However, as of right now I don’t think that I see myself anywhere else in the next few years. Target is an absolute amazing company within the retail industry and I would be privileged to receive such an opportunity.

Self Assessment

Values

The core values that I not only live my life by, but I look for in the people I become close with include integrity, respect, and loyalty. I believe that with these three values, one will be able to create and keep more meaningful relationships, feel compassionate about things while being ethical, and create confidence within.

Integrity to me means the ability to be honest and reliable; to be able to be trusted and trusting; to be whole and complete. I feel that with being able to create
trustworthiness, you will have the ability to get closer with people and the ability to share your thoughts and ideas. When you are able to establish these meaningful relationships I believe that other important values will come with them; these include the idea of respecting others and yourself as well as the ability to be loyal.

*Achievements*

Over the past four years here at Radford University, I have taken multiple opportunities to become an active student on and off campus. I have been a member of several organizations including Alpha Sigma Alpha, The National Society of Collegiate Scholars, and the Society for the Advancement for Management. I have been recognized during 4 separate semesters as having a GPA above a 3.4 (dean’s list), held multiple positions within my organizations, and taken many different opportunities that I may not of been able to have otherwise. Through these different activities I have created and lived through values that I hadn’t in previous years. This ethical growth has really helped me to appreciate a lot more things and respect not only myself but others to a new level. I believe that this growth that will contribute to my future success is a far more important achievement than any other induction into an organization or accumulated grade point average.

*Strengths and Weaknesses*

Upon the completion of several personality tests, which will be discussed later in my self assessment, I came to realize that most of my intuitions regarding my strengths and weaknesses were correct. I believe that my ability to be gregarious, an organized leader, and feel compassion are important characteristics that I would title nothing but as internal strengths. With these particular weaknesses I feel as though I am able to make
and maintain important, meaningful relationships which I value extremely high.

However, I do possess traits that are considered weaknesses to me. These include my inability to control my feelings (positive or negative), my tendency to allow things to bother me, and my impulsive reactions to various situations. I believe that the biggest weakness that I possess is my inability to control my feelings. This goes hand in hand with my levels of compassion. On multiple occasions I will take unnecessary, impulsive actions which may end up leading to a worse off situation. When I am able to control this impulsive nature, I am much more productive.

**Conclusions from Online Assessments**

After taking a number of these tests including the Jung test, the right/left brain test, “The Big Five,” the “SLOAN” test, and a compatibility test for my boyfriend and I for my own entertainment, I found that the results of these tests seemed to be between 70 and 90% correct. According to the Jung Test, which is similar to the Myers-Briggs test (which I scored differently; an ENFJ), the result was that I was an ESFJ; Extrovert, Sensing, Feeling, and Judging person (SimilarMinds.com). Specifically the results were approximately 70% extrovert, 68% sensing, 62% feeling, and 79% judging. I found that I believe that I am a slightly higher extrovert, with less percent judging and sensing, and I also believe that I am more intuitive than it showed (SimilarMinds.com).

The results of the Right/Left Brain test were in my opinion pretty much accurate. I believe that the results, 32% Right and 62% (examined separately), were really what I would have guessed give or take a percentage point or two (SimilarMinds.com).

The results of the “Big Five” test I believe were the most accurate. It said that I was approximately 80% an extrovert, 78% orderly, 34% emotional stability, 48%
accommodating, and 42% inquisitive (SimilarMinds.com). Similarly, the SLOAN test said that I was approximately 80% an extrovert, 20% emotionally stable, 83% orderly, 36% accommodating, and 40% inquisitive (SimilarMinds.com). After reading the results of all of the tests I believe that the “Big Five” was absolutely the most accurate. In addition, an interesting side note that I found was that a lot of the questions for the tests that I took were either oddly similar or they were exactly the same to those on other tests. I also found that a lot of the questions within the same test were the same or they were extremely similar; a lot of the times there was just a synonym used in place of a word.

**Job Description of my Dream Job**

As far as choosing the path of your career, one cannot get anymore traditional than moving up the “corporate ladder.” Despite its datedness, that is what I want to do. Through the executive team leader career path, that I am hoping to have the privilege of executing, with Target Corporation is where I want to see myself in 20 years. The inevitable position that I hope to acquire, my dream job, is to be a Regional Director of Target Stores.

*Job Title: Regional Director*

**General Description of Job:** As the Regional Director of Target Corporation you will be in charge of visiting the total number of stores in your region, monitor the performance of those stores, record that performance, and head recruitment programs for your main recruiters in your region (Target.com).

- **Essential Duty (40%):** *Visiting the total number of stores in your given region*

When conducting this research, the major concern is to ensure that all of the duties of all of the store team leaders are being conducted effectively and efficiently. It is their job to
oversee the daily operations of the store, analyze the financial data with their performance, and make executive decisions accordingly (Target.com). In addition, you are to meet with each of the store’s segmented team leaders, i.e. HR, logistics, assets protection, etc. to ensure that their demands are being met and their methods of business are being conducted appropriately.

- **Essential Duty (40%)**: *Closely monitor the performance of each store and record findings*

  It is important to monitor the operations of the store, conduct surveys amongst employees in each store, get feedback accordingly, and record all findings (Target.com). Once your evaluations have been on record, then you are able to better conduct business from regional-central locations.

- **Essential Duty (20%)**: *Recruitment*

  The final duty of this position is to develop recruitment programs for your regional recruiters for all positions within your stores. You will serve as guidance, as head of the program, and sit on the board with your recruiters to determine all hiring procedures (Target.com).

**Strategic Career Plan:**

*April-May 2006*  
*Accept a job with Target Corporation*

I will hopefully accept a position within Target’s Executive Team Leadership program upon which I will begin my career.

*May 2006*  
*Graduate from undergraduate*
I plan to graduate from Radford University with a B.B.A. with 2 majors; Marketing and Management

**June-August 2006**  
*Training/development Program with Target*

At this point I will hopefully begin the 6-8 week training program with Target. The training program is known as their “business school” with which I will learn about all the different sectors of the company; their HR department, their soft-lines, their hard-lines, their assets protection program, etc (Target.com). From here I will decide which area I believe I will best be able to contribute. I am hoping to work in their Human Resource Department.

**September 2006-September 2009**  
*Executive Team Leader*

I will focus on ensuring that the store of which I work has an appropriate environment for fellow employees as well as guests. I will focus my efforts in a specific area; human resources or guest services and relate my expertise of that area to the functions of the rest of the store. I will make sure that all guests have top quality experiences and leave happy only to return in the future. I will work well with other employees learning from them in order to better contribute to my future positions at Target Corporation.

**October 2009-October 2012**  
*Store Team Leader*

In this position I will insure that every aspect of my Target store is executed with efficiency and quality. All aspects of the store will be my responsibility and I will use all of my training and experiences in the previous 3 years to better run and execute daily activities. I will be responsible for maximizing profits of my store, ensuring sales quality
and customer service, oversee all merchandising, HR, and operational functions throughout the store. I will use my strong leadership skills to grow within the company as well as help my subordinates grow within the store as well.

**November 2012-Novemeber 2015  District Team Leader**

In this position I will be responsible for overseeing store leadership, merchandising and human resource activities, and maintaining quality employee and guest environments of 10-12 Target stores in a given district. I will visit these stores regularly and give feedback to store team leaders regarding each individual store. I will continue to maximize profits and guide store team leaders through activities that I have already experienced (Target.com). I am preparing myself for the future and future positions within the company; Regional director. I will be responsible for generating over $250 million dollars in sales of the stores that I will look after (Target.com). I will also use my own experiences to motivate others to be as productive and efficient as possible.

**2015-2020  Mother**

I plan to start a family in my early thirties/late twenties. If that conflicts with my career then so be it, but part my future and part of my career is to be a fantastic mother and wife. During this time I would like to have 2-3 children with which I will be able to appropriately raise as well as maintain my career with Target. At this point in my life I will either decide to go back to work full time and continue to grow within the company, or stay as a part time employee in the current position of District Team Leader (part-time if applicable) and raise my family.

**2020-2030  Regional Director for Target**
At this time, if I plan to continue my journey with Target Corporation, I will be ready to move on to the next step which is my ultimate career goal and next position on my career path. I would eventually like to be a regional director for Target with which I will be in charge of overseeing store leadership, merchandising and human resource activities, and maintaining quality employee and guest environments of 50+ Target stores in a given region (Target.com). At this position I will be traveling over my region ensuring quality and customer service, and maximizing profitability while guiding my subordinates through the positions that I have already conquered.

**Conclusion**

As a result of really addressing and analyzing what my future holds, I believe that I will take what I have learned and experienced during my time here at Radford University and I will only look forward at a successful career. Over the course of the semester, I have had the opportunity to really think about what I plan to do with my career. I have had the chance to look at where I stand and know that the next step I will take is forward. I have gotten to look into myself and really analyze my internal strengths and weaknesses and the most important values that guide my everyday life. With only three weeks left before graduation, I am happy to have gotten the opportunity to look into myself and into my future, establish my goals and really prepare myself for a successful career.
References

  <http://similarminds.com/personality_tests.html>

  <http://sites.target.com/site/en/corporate/page.jsp?contentId=PRD03-000483>
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Objective
To obtain a position Target’s Executive Team Leadership Program where I can effectively utilize my strong quantitative skills, my passion for management, my customer service background, and my natural leadership ability.

Education
Radford University - Radford, VA
Bachelor of Business Administration (B.B.A.), May 2006
Double Major - Management and Marketing
Accumulative G.P.A: 3.25
Course Related Projects:
Executive Small Business Plan
- Worked with team members to create a mock company using comprehensive research to develop an in depth business plan while utilizing my leadership abilities and competitive energy to assume the position as the president of our company
Business Strategy Competition within the Global Marketplace (in progress)
- Worked with team members to develop and implement a strategic business plan for a global footwear manufacturer

University Work Experience
Work Study (approx. 10 hours/week)
- Organized interest tables and presentations promoting international education and travel
- Designed and developed promotional marketing materials including brochures, newsletters, and posters using Microsoft Publisher
- Enhanced marketing materials using Microsoft Office Applications
Alpha Sigma Alpha
Risk Management Chair Nov. 2003 - Nov. 2004
- Ensured that all members functioned within the ordinance of all organization and university rules and regulations
- Issued weekly reports to the organization regarding all policies and procedures

Other Work Experience
Logan’s Roadhouse May 2003 - Dec. 2005
Server/Trainer (approx. 30 hours/month)
- Led orientation sessions for all new employees
- Responsible for training new employees and coaching current staff on all aspects of restaurant operations including company standards and procedures, alcohol awareness, menu description, sanitation requirements, etc.
- Recognized by co-workers, customers, and store management with the Employee of the Month award for June 2005 for providing excellent customer service ensuring patrons’ needs were satisfied

Achievements and Associations
Radford University
- Society for the Advancement of Management, Member/National Member
- Alpha Sigma Alpha Sorority, Member/Risk Management Chair
- Dean’s List: Fall 2002, Fall 2004, Spring 2005, Fall 2005
- National Society of Collegiate Scholars, Inductee