**Conduct a personal competitiveness audit**

Competitiveness is a concept used to promote and evaluate good practice in business and industry. A high percentage of business projects fail very early on. Employers are being encouraged to think about their businesses or spheres of work in terms of ‘competitiveness’. Depending on the business, this will include such factors as:

* skills and experience of staff
* use of performance indicators
* using feedback from other people
* improvements in quality and efficiency
* awareness of developments in the field
* thinking and planning ahead of the competition.

As people are the most important resource of any project, the quality of the personnel is a key factor in the competitiveness and success of a business or project. When you apply for work, employers may be considering how you could contribute to the overall competitiveness of their business or project.

The self-evaluation below is a personal ‘competitiveness audit’. It will give you a score out of a hundred – or your ‘percentage competitiveness’. This is only a rough estimate. However, it gives you an indication of how you might be viewed in competition with other people. If you score well, you can be more confident about what you have to offer in job interviews. If your score isn’t high, you have an indicator of where you can focus your energies next in order to develop your skills and extend your experience.

**Competitiveness Audit**

Rate each statement according to how typical it is of you.

**Rating:**  *Very typical = 4  Typical = 3  Quite typical = 2  Hardly ever the case = 1
Never true/Don’t know = 0*

|  |  |
| --- | --- |
|  | **Score** |
| 1. I am aware of my skills, personal qualities and expertise
 |  |
| 1. I know how to apply these strengths to new situations
 |  |
| 1. I take active steps to learn new skills and expertise
 |  |
| 1. I ask for help when I need it
 |  |
| 1. I have a clear vision of what I want to achieve
 |  |
| 1. I set myself challenging targets
 |  |
| 1. I am keen to receive feedback on my performance
 |  |
| 1. I pay attention to feedback I receive and use it to improve my performance
 |  |
| 1. I am usually keen to better my past performance
 |  |
| 1. I take steps to discover and meet my personal development needs
 |  |
| 1. I know how to measure my performance
 |  |
| 1. I can set clear priorities
 |  |
| 1. I am good at planning ahead
 |  |
| 1. I pay attention to small details
 |  |
| 1. I can see quick ways of doing things, without impairing quality
 |  |
| 1. I can get going on a new task without much direction
 |  |
| 1. I can make decisions quickly about what needs to be done
 |  |
| 1. I am good at managing money and keeping to budget
 |  |
| 1. I am good at meeting deadlines
 |  |
| 1. I can co-ordinate my work with that of other people
 |  |
| 1. I can manage responsibility
 |  |
| 1. I can take direction from other people
 |  |
| 1. I am good at finding solutions to problems
 |  |
| 1. I can adapt and be flexible according to what is needed
 |  |
| 1. I am prepared to ‘do what it takes’ to get a job done
 |  |

**Your ‘competitiveness’ score** Total out of 100\_\_\_\_\_\_\_\_\_\_\_\_\_