

Report on Personal Effectiveness

Coursework

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Introduction

Personal effectiveness goes beyond just being productive and includes the wider range of skills, behaviours, and attitudes that help a person reach their personal and professional goals in an efficient and effective way (Silver et al., 2021). Utilising one's skills, controlling one's flaws, and maximising relationships in different settings to achieve good results are all part of it. People's ability to use technology and communicate with others has become more and more connected to their overall success in today's world, where digital platforms and new technologies are quickly changing every part of life. Three different parts make up this report's exploration of the complex nature of personal success. This task goes into great detail about how leadership works in big companies, looking at how business leaders such as Nadella of Microsoft and Barra of General Motors show personal success through their strategic vision.

Reading about their leadership experiences can help to understand how personal success can help organisations change and become market winners in the digital age. Regarding the second task, it moves the focus to digital areas and looks at how social media sites affect learning and career growth. LinkedIn, Google Docs, and YouTube are popular for networking, collaboration, and skill development. This highlights the two-sided nature of digital professional development tools. The final assignment examines self-evaluation and social media usage for personal improvement. This section uses models like the Personal SWOT analysis to examine how social media might boost professional performance by fostering development, networking, and learning.

Task 1

Satya Nadella – CEO of Microsoft

Background and Key Personal Effectiveness Skills

A big change in the company's policy and attitude happened when Satya Nadella became CEO of Microsoft in 2014 (Zykov, 2022). Along with its growth, Microsoft has gone through a big change under his direction, focused on cloud computing, AI, and making technology easier for everyone to use. Some of Nadella's most important personal success skills are flexibility, vision, understanding, and creativity. Along with defining his leadership style, these skills have also been very important in helping Microsoft adapt to quickly changing market needs and technological settings.

Analysis of Skills and Leadership Effectiveness

Nadella changed Microsoft's business approach from software to cloud computing, demonstrating his adaptability. Microsoft Azure showed a 50% rise in revenue in 2020 due to adapting to new market trends (Xu, 2023). His \$26.2 billion acquisition of LinkedIn, which combined professional networking with Microsoft's productivity capabilities and expanded the firm, shows his innovative leadership. Instead of controlling, Nadella has exploited humanity to make the workplace more welcoming. Since adopting an understanding and collaborative approach, workers are more driven and have created new products. He increased Microsoft employee engagement by 5% in his first two years. Workers are happy at work.

For example, Nadella's push for AI and machine learning technologies makes Microsoft a star in AI ethics and development, showing that he is committed to new ideas. Focusing on AI for social good projects like AI for Accessibility and AI for Health shows that progress under his direction isn't just about making money; it's also about making a difference in people's lives.

Collectively, these skills have not only taken Microsoft to new heights—its market value reached over \$2 trillion in June 2021 but they have also given the company a sense of purpose and direction. The change that happened under Nadella's leadership shows that flexibility, vision, humanity, and creativity are not just ideas; they are real skills that are needed to succeed in today's challenging business world.

Mary Barra – CEO of General Motors

Background and Key Personal Effectiveness Skills

Since 2014, when she became CEO of General Motors (GM), Mary Barra has stood out as a creative leader in the car business (Barabba, 2019). Although Barra started her job as a co-op student at GM when she was 18, she has worked her way up to become the first female CEO of a big global carmaker. She has led GM through the difficulties of the 21st century, such as the move towards electric cars (EVs) and self-driving technology, showing her dedication to new ideas and the environment. There are a few key personal success skills that define Barra's leadership, according to the CEO Genome Project.

Resilience: First and foremost, her ability to overcome challenges is impressive, as shown by the way she led GM through bankruptcy, recalls, and the switch to electric vehicles (EVs) during a global pandemic.

Zero Crashes, Zero Emissions, and Zero Congestion: It was her strategic thought that helped GM create its vision of Zero Crashes, Zero Emissions, and Zero Congestion, which is a future where cars are safer, cleaner, and more efficient.

Communication: Barra's success is also built on her ability to communicate (Candelo, 2019). That she talks to people honestly and directly has helped her keep the trust of her workers, investors, and customers, especially during tough times like the ignition switch recall problem.

GM has a culture of responsibility and ongoing growth, which Barra has emphasised by talking freely about mistakes as chances to learn.

Focus on Innovation: That GM is working so hard to produce electric vehicles and self-driving technology indicates she values innovative ideas. Due to her leadership, GM vowed to introduce 30 new electric vehicles worldwide by 2025 and cease using carbon by 2040. Barra's major pronouncements demonstrate her market intuition and leadership of GM's automobile improvement initiatives.

Mary Barra's Leadership Effectiveness at General Motors

GM has changed a lot since Mary Barra became CEO. Her strategic inventiveness and tenacity make her a terrific manager. Since becoming GM CEO in 2014, Barra has prioritised EVs and technology. She has guided the firm through major industry developments. Her strategic vision led GM to produce 30 new EVs worldwide by 2025. This will make the corporation a leader in greening the car sector (Conway et al., 2021). This major shift displays her adaptability, willingness to follow market trends and client desires, and forward-thinkingness.

After GM purchased Cruise Automation in 2016, Barra invested in self-driving vehicle technology, showing her openness to new ideas. A wise judgement and willingness to invest in new technology will make GM a major participant in the self-driving vehicle business. Barra's leadership has prioritised safety, quality, and transparency at GM. After the 2014 ignition switch recall, she immediately made automobiles safer and regained consumers' confidence, demonstrating her leadership strength.

Task 2

Social networking sites are crucial for digital learning and career progress (Bilyalova, Salimova, and Zelenina, 2019). These sites are useful outside social media. They can help to

learn and make friends. Workers nowadays must utilise them as learning tools since they are easy to use, fun, and versatile. These paragraphs discuss how LinkedIn, Google Docs, and YouTube may help to study and advance in career, as well as its advantages and downsides.

Evaluation of Social Media Platforms

LinkedIn

Positive Aspects

Networking Opportunities: LinkedIn is the best professional networking site because it brings together people from all over the world working in different fields (Marin and Nilă, 2021). It lets professionals share their knowledge, experiences, and chances, which encourages learning and growth for everyone.

Learning Resources: LinkedIn Learning has several hard and soft skill teachings. They know these lessons are useful and good because they were made by experts in the field.

Negative Aspects

Information Overload: LinkedIn has a lot of information, which can make it hard for users to sort through it all and find what they need to learn (Can and Alatas, 2019).

Premium Cost: There are a lot of resources on LinkedIn, but many of the best learning tools and networking tools require a paid account. This could make them hard for people or businesses on a tight budget to use.

Google Docs

Positive Aspects

Collaborative Learning: Google Docs makes it easy for people to work together to learn and grow. In real time, teams can work on papers, files, and slideshows together. This helps everyone learn together and builds group skills.

Accessibility and Integration: Since Google Docs is part of the Google environment, it is easy for anyone to access and works well with other Google services (Alam, 2022). This makes it a more useful tool for learning and professional growth.

Negative Aspects

Dependence on Internet Connectivity: A lot of what Google Docs can do depends on being connected to the internet. This dependence can be a big problem in places where internet service isn't consistent, making it harder to learn.

Privacy Concerns: As people become more aware of data privacy issues, some may be hesitant to use Google Docs for private documents (Anic, Škare and Kursan Milaković, 2019). This could limit its usefulness in some professional learning settings.

YouTube

Positive Aspects

Diverse Learning Content: YouTube has more learning content than any other site (Shoufan, 2019). There are groups for almost every skill or subject they can think of. Because it covers so many topics, it's a great tool for self-directed study and ongoing career growth.

Visual Learning: YouTube is great for visual learners because it has videos of demos, lessons, and talks that can be more interesting and easier to understand than text-based tools.

Negative Aspects

Quality Variance: YouTube is very open, which means that the standard of teaching videos can change a lot (Anisimova et al., 2020). Users have to spend time separating trustworthy and well-made material from movies that are misleading or not very good.

Distractions and Advertisements: The website shows non-professional learning films to keep visitors engaged, which might be unpleasant. Too many advertising might also hinder learning. A premium membership fixes this.

Facebook and other social media have transformed workplace learning. LinkedIn, Google Docs, and YouTube provide big networks, collaboration capabilities, and a massive collection of useful movies (Purvis, Rodger, 2020). Because kids have too much information, care about privacy, and need to be online all the time, they must utilise these sites wisely. Focusing on their strengths and reducing their weaknesses on social media might help professionals remain ahead in a changing sector.

Task 3

In today's digitally linked world, being successful as a person means having more than just standard skills (Snead and Freiberg, 2017). It also means being able to use technology and social media well. Because I was aware of this change, I chose to use the Personal SWOT analysis to evaluate myself. This all-in-one tool gave me an organised way to think about my Strengths, Weaknesses, Opportunities, and Threats, giving me a full picture of my personal and work life. The research showed me where I could grow and provided my skills to utilise social media effectively. The next task discusses self-evaluation outcomes and social media for business and personal advancement for my professional growth.

Self-Assessment Results and Analysis

Personal SWOT analysis was difficult for me to identify my strengths and weaknesses. Ability to adapt and learn fast stood out. These traits strengthened me throughout difficult times. However, I was poor at networking and promoting, which are crucial skills for success in the workplace. Social media was a great tool to learn and network (Yang et al., 2022). However, knowing too much and procrastinating made staying active difficult. These results show that I need to improve my weaknesses and talents to achieve better. Networking and self-promotion skills need to be improved, especially in a business world where internet contacts are becoming more and more common. In the same way, putting the ability to adjust and the desire to learn into tactics for personal growth can greatly reduce the dangers that have been found. This will ensure a fair approach to using digital tools for personal success.

Methods for Enhancing Personal Effectiveness

When looking at the things that need to be fixed, social media platforms show themselves to be two-edged swords: they offer a lot of chances to learn and connect with others, but they also make it hard to get things done (Deavours et al., 2022). A deliberate method is needed to make the most of these tools. For example, LinkedIn stands out as a place to improve your networking and self-promotion skills. By regularly participating in industry groups, sharing useful material, and meeting with people in my field, I can make myself much more visible and improve my networking skills. Since YouTube and online learning sites like Coursera let me keep up with business trends and learn new skills, I can keep learning.

These tools let me learn at my own pace and use what I've learned right away in my working life, which is one of my strengths. But to avoid information overload, it will be very important to set clear learning goals and keep track of time (Snyder, 2019). Lastly, using social

media to get things done for myself takes being aware of how I use and connect with it. I can keep track of my time on social media with tools like Google Calendar and productivity apps, making sure that it's spent learning and networking instead of putting things off. By choosing which social media feeds to follow based on my work hobbies and goals, I can turn these sites into strong tools that will help me become more effective as a person.

Finally, the Personal SWOT analysis has shown me a clear way to move forward: I can use social media not only as a way to communicate, but also as a useful tool for my personal and professional growth. People can be much more successful on social media because it helps them focus on relationships and stay on task (Shawky et al., 2020). Possible flaws can be turned into strengths, and threats can be turned into chances.

Conclusion

Things this report has covered include personal success, how to use social media to advance career, and how the leadership styles of Satya Nadella and Mary Barra have made things better. Due to Nadella's commitment to people, freedom, and new ideas, Microsoft has become a star in AI and cloud computers. One way that leadership may influence an organization's growth and change is by how they run it. When Mary Barra became CEO of General Motors, she led the company into a new era of car advancement by focusing on toughness, clear communication, and new ways to make electric vehicles work. When confronted with changes in a field, this shows how important it is to have a goal and talk about them in a clear way.

Social networking sites can be both helpful and annoying, as the study of them showed. Through tools like LinkedIn, Google Docs, and YouTube, it's now easier than ever to share what one know, learn from each other, and get better. One need to find out how to use technology properly and not have too much info. One need to be extremely cautious and plan how to use

them if one want to get the majority out of them for business and personal growth. I learned how to improve myself and how essential social media is for getting things done by doing a SWOT analysis. The right way to use these tools can help people get better jobs and grow their businesses with steady speed.

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