**Career Development Planning Form**

**Section 1: Employee Information**

|  |  |  |  |
| --- | --- | --- | --- |
| **Employee Name:** |  | Employee ID |  |
| Department | Marketing | Position / Title | Marketing Executive |
| Supervisor Name | David Miller | Employee Name | Sarah Johnson |
| Date of Review | 01-Oct-2025 |  |  |

**Section 2: Current Role & Performance Summary**

| **Field** | **Sample Entry** |
| --- | --- |
| Current Key Responsibilities | Managing social media campaigns, analyzing performance metrics, and developing marketing content. |
| Recent Achievements | Increased engagement by 25% in Q3 through targeted ad campaigns. |
| Strengths | Creativity, teamwork, analytical thinking. |
| Areas for Improvement | Leadership, project budgeting. |

**Section 3: Career Goals**

| **Goal Type** | **Short-Term (6–12 months)** | **Long-Term (1–3 years)** |
| --- | --- | --- |
| Career Objective | Lead a marketing project from start to finish. | Move into a Marketing Manager role. |
| Skills to Develop | Budget management, leadership, advanced Excel. | Strategic planning, negotiation, data-driven marketing. |
| Target Completion Date | 30-Jun-2026 | 31-Dec-2028 |

**Section 4: Development Plan**

| **Development Activity** | **Method (Training / Mentorship / Workshop)** | **Timeline** | **Responsible Person** | **Status** |
| --- | --- | --- | --- | --- |
| Leadership Workshop | Workshop | Q4 2025 | HR Department | Planned |
| Advanced Excel Course | Online Course | Q1 2026 | Employee | In Progress |
| Mentorship under Marketing Manager | Mentorship | 2026 | Supervisor | Pending |

**Section 5: Required Resources**

| **Resource Type** | **Description** | **Estimated Cost** | **Approved (Yes/No)** |
| --- | --- | --- | --- |
| Training Budget | Leadership course fee | $250 | Yes |
| Software Access | Analytics tool subscription | $100 | Pending |