**REF: Department for Education Skills Bootcamp  
Provider –**

**Learner Name**

LEARNING ACTION PLAN - GOVERNMENT EVIDENCE CRITERIA:

* Written confirmation/plan from the learner of how the new learning has been/will be applied to acquire new opportunities/contracts.
* ‘Action plan’ from the learner indicating what new skills they have acquired and how they plan to secure new work opportunities/contracts as a result of those new skills.
* Needs to be dated / signed by the learner.

**Date**

**SKILLS AND ACTION PLAN**

for Self Employed

To Patrick and whom it may concern,

I, **Learner name** would like to confirm that I have fully attended and completed the xx week xxxxxxxxx Skills Bootcamp provided by The Growth Company.

I can confirm that I am self-employed, and my company name is xxxxxxxxxxxxxxx.

During the bootcamp training, I have acquired the following skills:

1. **SKILLS:** Digital Marketing

* A 40-hour intense Digital Marketing course programme
* Relevant to my business and I can and will utilise learned skills to improve my digital presence of my business e.g., Google My Business, SEO etc.
* Internationally recognised and IAB, Open University and Google certified
* Holistic learning via small bite modules of the entire world of promoting, marketing, and advertising a digital business
* Soft skills acquired: resilience, work ethic, timekeeping, project management and self-learning.

1b. **ACTION PLAN**

Develop my businesses digital presence using SEO, Google my Business, customer profiling

* Promote my business with confidence to new clients by adding the Google Garage certificate to my digital portfolio, LinkedIn, email footer and other promotional places
* Soft skills: I’ve improved the following skills: Communication, Teamwork & respect, Problem-solving & critical thinking, Time management & organisation, Motivation & work ethic, which will help me to secure more business. My confidence has increased, and I am more resilient and a better leader enabling me to find and close more business

1. **SKILLS:** DESIGN THINKING & INNOVATION

* Facebook’s Digital Skills training programme content – bespoke & exclusive access
* Used by the world’s leading digital businesses – Google, Facebook, for identifying problems, ideating, and designing solutions
* I’ve learned how to ideate, solve problems, and create solutions for my business and my future career
* Careers: I’ve learned how to use the principles of design thinking to self-hack our own persona and design our dream career pathways and this fed into helping me design my own business vision and pathway. The soft skills that I learnt during this section of the course include the following:innovation, problem solving, ideation, creativity, teamwork, communication, persona meta-cognition, resilience, and work ethic.

2b. **ACTION PLAN**

* I will apply design thinking to problems within my business e.g. I now know how to market my business effectively and track those ads to move my business forward
* I can work on my own skills using the tools I have acquired.
* I will have my own website built and be able to look after it myself. Utilising the skills learned to push my business forward.

3. **SKILLS:** Agile team methodology:

* I’ve learned and applied the principles of agile methodology
* I’ve learned how to mobilise a team of strangers quickly around a business brief and deliver outcomes within set deadlines
* I’ve learned how to work to strict deadlines and utilise all resources at my disposal to create the best quality work
* I’ve learned how to move quickly and get over any sticky barriers and ideate solutions using design thinking
* I’ve learned how to use technology to facilitate efficient processes and to communicate effectively to team members in different regions
* I’ve learned how to operate efficiently and effectively in a new remote world of work
* Soft skills acquired: teamwork, agile, communication, project management, time management, conflict management, resilience, work ethic, empathy, compassion, and leadership, meeting deadlines. Resilience, meta-cognition

3b. **ACTION PLAN**

* I now have the skills to eventually manage a team when I do xxxxxx
* I am confident that I am able to take that step when finances allow.
* I plan to build on my business with the resources I have and the new skills acquired and work towards my following goals:
  + xxxxx

1. **SKILLS:** DIGITAL BUSINESS MARKETING STRATEGY (PROJECT 1)

* I’ve learned about all aspects of putting together a high-quality brochure digital strategy a real-world business
* I’ve learned how to design a customer persona
* I’ve learned and put into practice real-world cutting-edge frameworks
* I’ve learned about changes in technology and consumer behaviour analysing key disruptive changes that inform marketing transformation strategies
* I’ve developed a digital-first marketing strategy for a real-world business in Digital Skills for Women and learned transferable skills for my own business
* I’ve learned about marketing strategies for the digital age and how to implement these by putting customers first through the development of personas and customer mapping
* I’ve studied and applied leaderships traits which support marketing transformation
* Soft Skills acquired: listening, speaking, communication, self-learning on virtual campus, visual communication and writing skills

4b. **ACTION PLAN**

* I know have the skills to design and present my own advertising literature online and for real
* I have updated and presented my cv in a more up-to-date way which will help me be seen as a professional business person going forward
* Using the frameworks such as the SEE-THINK-DO-CARE framework will help me to quickly identify micro moments for my business to capitalise on new business opportunities

1. **SKILLS:** CUSTOMER-CENTRICITY AND CONTENT MARKETING

* I’ve learned how to always put the customer first and the methods and digital and physical tools for optimal results

5b. **ACTION PLAN**

* I will use the learned frameworks to design a holistic digital coherent strategy for my business using the See-Think-Do-Care framework, customer personas and others - these actions will help me to focus on customers aligned with my business model and offering and help me to reach them easier and quicker within the digital domain
* I will apply my learning of digital funnels and customer journeys to my own business model and transfer the knowledge acquired e.g., micro-moments and signals. By consistently refining and using these tools my business model will become more efficient in finding and attracting the right customers and removing timewasters – thus saving money, time, and resource
* I will design, develop, and promote a landing page (customer-centric) and lead magnets for my own business to advertise and secure new contracts

1. **SKILLS:** SOCIAL MEDIA

* I’ve learned about social media, the various social channels and about planning a social media strategy
* Add information

6b. **ACTION PLAN**

* This area has been very beneficial in that I now know how to research, put together and track an advertising campaign using social media.

1. **SKILLS:** Digital channels, technologies, and advertising

* I’ve learned about the various methods of Digital Advertising including Paid Search (PPC), Facebook advertising, LinkedIn and more

7b. **ACTION PLAN**

* I now know the difference between paid and organic advertising and can use this effectively
* I will setup digital advertising using a digital marketing funnel that will be more cost-effective for xxxxxxxxxxx

1. **SKILLS:** Data, Analytics, and Insights

* I’ve completed two globally recognised certificates – Google Analytics beginners and Google Analytics advanced.
* I’ve learned how to derive customer insights using Google Analytics data from my website, to inform future digital strategies – search campaigns, paid advertising, and content marketing

8b. **ACTION PLAN**

* I will use my learnings from the digital certificates to apply to my business model
* Add bullets

1. **SKILLS:** Facebook Advertising and front of funnel (paid advertising)

* I have completed the globally recognised Facebook Blueprint digital certificate
* Add bullets

9b. **ACTION PLAN**

* I have setup a Facebook page for my business as an additional digital storefront and optimise the page through my learning from Blueprint
* I intend to setup paid advertising campaigns to reach targeted customers with my promotional copy and direct them to a dedicated landing page where they can retrieve a free lead magnet in exchange for their name and email address

Yours sincerely,

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