

BPP Coursework Cover Sheet

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PERSONAL EFFECTIVENESS

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Introduction

Personal effectiveness is a part of the self-development movement, which deals with success, aims, and other relatable concepts. Personal effectiveness fuses concepts and ideas from the ability to think positively. The effectiveness of an individual is based on an individual's inherited attributes. Personal effectiveness is the personal attributes, career, and ability of an individual to handle themselves. This is very necessary to gain empowerment and domination of professional advancement.

This assessment will study how different influential leaders manifest or lack the ability of personal effectiveness by utilizing the CEO Genome Project. Further, this assessment will also study the evaluation of learning style, which will include evaluating the main style of learning and its strength and limitations and focusing on the main learning style and respecting the challenges of online learning and remote working. In task 3, this assessment will examine online platforms for the development of personal effectiveness, which will focus on comparing two online platforms for enhancing personal effectiveness and inspecting which online platform is more suitable for the development of the personal effectiveness of an individual.

TASK 1: Case Study Review

Assessing how different business leaders demonstrate or lack key skills or behaviours of personal effectiveness by using CEO Genome Project

According to the research supporting The CEO Genome Project, the principle of impactful leadership is not how they are connected but about the work or actions they do. Ideology and adaptation tend to be variables that impact the decision-making capability of the CEO in many ways (Abatecola & Cristofaro, 2019). Four evolving traits coming up as features in top executing CEOs are, connecting with stakeholders, having a high chance of adapting or adjusting to change and being capable of making quick decisions with judgment (Abatecola and Cristofaro, 2019). Let us now study how these two influential people manifest or lack behaviours of personal effectiveness by utilizing the CEO Genome Project:

Speedy decision and judgment: Even if a leader makes a wrong decision, a strong and successful leader should be ready to make a discussion before anything else.

Sundar Pichai is considered to be an attentive and deliberate decision-maker. One of the most important roles of CEOs is to organize employees to successfully commit to the planned aims and objectives of the firm (Zaman *et al.* 2020). He looks forward to seeking ideas from key

leaders within the company by adopting a cooperative decision-making process. He tends to make many successful decisions regarding investments, growth, and purchase, which leads to the rapid uprise and escalation of Google. Mark Zuckerberg has also manifested a strong decision-making capability when it comes to moulding the long-term innovation and approach of Facebook. However, some decisions gave rise to controversies, such as the Cambridge Analytical scandal, where people questioned and doubted the company's tactics for handling user data.

Emphasizing involvement: a successful CEO will make their stakeholders admit to their decision and schemes that determine that they are productive initiators. A successful leader brings together the plans of everyone and accomplishes effective communication and impactful schemes. Sundar Pichai communicates with stakeholders very efficiently, administering updates on the performance of the company and its abiding programs. According to the CEO of Google, Sundar Pichai, “Compassion is the only fact that can turn an individual into a good leader” (Milton *et al.*, 2023). Mark Zuckerberg's perspective on leadership was as stated by awareness and capability. He was capable of connecting and setting up harmony with his subordinates. Zuckerberg was able to be involved with its investors and its board of directors because of his potential to recruit talented consultants. His leadership style was all about the accession of skills and placing the right people in the right prepositions (Johnson, 2023)

Mark Zukerberg's communication with stakeholders is often formal and emphasizes financial conduct, which leads to controversy for restricted controversy.

An enthusiasm to adjust: An influential leader does not look back and hold on to ancient beliefs. Instead, they try to plan new strategies, learn from complicated situations, and put effort into recognizing future scopes and opportunities. Seeking advice from a CEO is highly sequential because the decision which is made by the CEO impacts huge audiences (Ma *et al.* 2020)

Sundar Pichai has shown versatility in guiding Google through noticeable alterations, such as reorganizing the company to create Alphabet. He is a leader who is accessible to new schemes and ideas, making Google a more miscellaneous and lively organization. Mark Zuckerberg has introduced adjustability by rapidly expanding Facebook and its correlated platforms. However, at times his way of adjusting has faced investigation and review, specifically regarding their objectives, and it's coming back to external influences.

An inclination towards accuracy: The above-mentioned points would be irrelevant without stability. Employees always look forward to leaders who are clear about their goals and

schemes and are transparent about handling private information and data of users and audiences; the chief executives and administrators also prefer firm support. Big data accuracy can help in making decisions, and good decisions lead to greater productivity in operations, cost reduction and limited risks (Devi, 2022). The CEO of Google, Sundar Pichai, is very clear about his perspective and the goals of his company. He has contributed to different successful announcements of products and services and has acquired large-scale acceptance, and has altered the way people connect with technology. However, Google, under Pichai's guidance, has faced a lot of criticism for handling user data and several agitations related to the privacy and security of user data. Mark Zuckerberg, the founder and CEO of Facebook and Meta Inc. platforms, has noticed remarkable growth of the Social media platform, which has become one of the leading social media networks worldwide. Similar to Google, Facebook has also faced multiple disputes regarding privacy and accuracy and mishandling of users' private data and information. Reviewers argue that the company had not been transparent about the private data and information of users.

TASK 2: Evaluation of Learning Style

Assessing the main learning style and explaining its strengths and limitations

According to the study by Wang *et al.* (2020), different peoples have different learning styles, and it depends on their personalities. However, the learning style of the people depended on several things. Honey and Mumford's theory can be used in order to identify the learning styles of an individual. According to this theory, there are four types of learning styles which are Activist, Reflector, Theorist, and Pragmatist (Oliveira *et al.*, 2022). It has been discussed below.

Activists are the type of learners who are involved in practical activities during learning. They are always open to exploring new things all over the world. They are always eager to take risks while learning. The belief in learning during trial and error. However, they do this without any planning and jump into risk, which sometimes creates a big issue. While on the other hand, the reflector learning style is involved in observing and looking into past experiences before engaging actively in learning. The theorist learners are involved in learning the theories rather than involving themselves in any practical activities. However, the pragmatist style is involved in experiencing the learning through practical application just after the completion of the study. However, Honey and Mumford have developed a test in order to analyze the learning style of individuals.

Activist	13
Reflector	10
Theorist	11
Pragmatist	8

Table 1: Honey and Mumford's Test Result

(Source: Self-Created)

In order to understand my learning style, I ran a test on myself. Later I found that I was scoring the highest in the Activist learning style. The answers given by me in the Honey and Mumford's showed that I am an activist learner who believes in learning while experiencing things in practice.

Strengths

This learning style gives me good strength. Through practical experience, I understand the topic more comprehensively. It gives an extra opportunity to understand the topic in depth.

Weakness

The activist learning style comes with a few weaknesses. In this style, I take risks without thinking or analyzing, which eventually negatively impacts my learning. On the other hand, practical experiences are not available for everything. This becomes a big weakness of mine due to the activist learning style.

Critically evaluating the main learning style in relation to the challenges of learning online and remote working.

The online learning and remote working trend has increased significantly in the past few years (Scholtz, 2022). However, being an activist learner, both these new trends are creating a big issue for me. The most crucial issue is the lack of physical activities. Activist learners love to learn new things by doing physical activities and practical works. However, in online learning and remote working physical intervention is next to impossible. Individuals need to do the activity through their devices only. This creates a big challenge among activist learners like me. On the other hand, online learning has so many distractions (Petrescu, 2023). The problem is faced by all types of learners. Different distractions like social media harm the learning times of the students. This also creates problems among activist learners. The activist learners also get distracted from their main goal of learning due to these. On the other hand, during remote work, distraction can also occur and harm the work. It can delay the

completion of the work. In online learning, the interaction among students is limited. As a result, it becomes very difficult for the students to engage and interact with different students. It can negatively impact their mental health. It makes them socially isolated (Toscano and Zappalà, 2020). Activist learners are not much aware of online tools. Thus adopting these tools could be a big problem in the business. They can face lots of issues during technological adoption and digital enhancement.

TASK 3: Analyzing Online Platforms for Developing Personal Effectiveness

Judging two online platforms for improving personal effectiveness

In the current days, several learning platforms have become involved. These platforms provide a large number of resources which are helping students to learn. Two of the most famous learning platforms which are compared in the study are LinkedIn Learning and Udemy.

LinkedIn Learning

LinkedIn Learning is an online learning platform with a focus on developing marketable skills, brushing up on existing knowledge, and discovering new subjects (Kennedy, 2019). LinkedIn Learning is one of the most famous learning platforms in the current day. It has a large number of content libraries. Most of their content is developed by experts in the fields. The main focus of this platform is professional development. Most of their courses are related to personal development and career enhancements. They have better knowledge about the career background of their users, which helps them personalize the courses more efficiently (Schlegelmilch, 2020). They have many courses on time management, leadership, communication and personal effectiveness. However, these courses are paid, and students need to pay a good amount of money in order to access these courses. They also require an account on LinkedIn to improve access to them. However, the courses on LinkedIn are very much effective for developing personal effectiveness. Several students use their courses to improve their personal effectiveness.

Udemy

Udemy is also one of the most famous digital learning platforms. They also have several different learning materials developed by the experts. This platform has user-generated content, which means most of its courses are developed by individuals. They have a different model than LinkedIn. They do not charge a full subscription; they charge course-wise.

Students can earn certificates by completing the courses on the platforms (Alojaiman, 2021). However, the user-generated content has a quality issue. These contents are not made with full quality. Most of the courses on Udemy are focused on professional development. Thus it doesn't work in order to develop personal effectiveness.

Analyzing which online platform is more appropriate for development based on the main learning style

As per the test performed on me, it has been found that I have an activist learning style. This style requires experience and practical examples while learning. Thus online learning is difficult for me. However, LinkedIn Learning can be useful for me as it has some practical activities and experiences. LinkedIn has some course material with real-life examples. As an activist learner, I have several more reasons for choosing LinkedIn as my learning platform. The courses on LinkedIn were developed by keeping in mind real-world scenarios. It helps in order to understand the topic more comprehensively. On the other hand, LinkedIn has a feature for collaboration. It helps in collaborating with other learners and engaging with them. Being an activist learner, it is very attractive to me. It helps me in order to enhance my collaboration skills along with knowledge-sharing skills. I can leverage this feature in LinkedIn to enhance my knowledge by collaborating with others. On the other hand, the courses on LinkedIn are more interactive. This is one of the most important things which attracts activist learners. On the other hand, LinkedIn has high-quality content moderated by the organization. LinkedIn also has many courses which can significantly improve my personal development. The communication and leadership skill development courses are very much effective, and they can also help me in improving my personal effectiveness. At last, the certificate given by LinkedIn is worth it, and it is accepted widely over the world. Thus I will choose the platform and leverage its different features.

Conclusion

Based on the findings of the CEO Genome project, it can be concluded that CEOs who manifest these important skills and habits of personal effectiveness are possibly able to help their company to become successful. At the same time, CEOs who lack these basic skills might face a lot of challenges which might even lead to the downfall of the company or organization. However, it is essential to note that every CEO has a different perspective on leading their company towards success. Thus, the points of the CEO Genome Project don't need to be the only ways by which a company could be able to succeed. My learning style

assessment of mine revealed that I am an activist learner who loves to have practical experiences while learning. This has good strengths, such as comprehensive understanding through practical application, while on the other hand, it has problems like excessive risks. On the other hand, online learning and remote working impacts learning style badly. There is a lack of physical activity and high distraction in online learning, which creates a big problem in my learning. However, I will use LinkedIn as my learning platform for personal effectiveness learning.



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