



**Hewlett Packard**  
Enterprise

# **Personal Development Plan**

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July 2021

# The Purpose

To provide structure and a point of reference on skills gap analysis to match my job plus one mentality

# My Aim

To become an effective leader and diverse deviser of strategy within a senior role that enables me to fulfil my potential

# Current Engagements & Development Areas

1. Time management
2. Efficiency at work
3. Listening skills
4. Self performance improvement
5. Growing a positive network

Topic to Execute	Aim of Topic	How I will Execute	Timeframe for Delivery	Measured Outcome Delivered
Practicing active listening and offering not giving feedback	Help people self develop not taught development	Focus on points read in Q4 news article on listening		I will ask questions to help individual clarify on most occasions
My efficiency against my points of productivity				

Topic to Execute	Aim of Topic	How I will Execute	Timeframe for Delivery	Measured Outcome Delivered
Organisation of my actions & my weekly priorities	Stop jumping from one activity to the next without truly executing on what is important	Routine of checklists		
Time Management	Review my effectiveness against my priorities in my job today	Document <ol style="list-style-type: none"> <li>1. My priorities</li> <li>2. My actions</li> <li>3. My time spent</li> </ol>	Q3 '21	Aiming to understand how I master my diary to maximise my effectiveness
Gain 360 Feedback on myself. Track my emotions and what influences them	Understand how I am perceived by my peers highlighting areas to self develop & what drives my Egoic mind	3 Qs. <ol style="list-style-type: none"> <li>1. My Strengths</li> <li>2. My Development areas</li> <li>3. What annoys you</li> </ol> Document my emotional reactions	June '21	I will have topics to self reflect and act upon I will also become more balanced and considered in how I operate

# Completed Engagements & Development Areas

Topic to Execute	Aim of Topic	How I will Execute	Timeframe for Delivery	Measured Outcome Delivered
Promotion Board	To gain a promotion of job level from ISM1 to SM2	Coaching from CB & SB. Support from HR to facilitate Gain 360 Feedback	Q3 '21	Was denied opportunity to hold one
New Storage Product Launch (Nimble & Primera v2)	Support the sales team enablement and methodologies across UKIMESA	Part of the launch team – giving my opinion and approach to support the launch	Q2 '21	All sellers will be educated to a minimum standard level
Storage Assessment tooling to increase opportunity scope	Automate the data assessment tooling to recommend cloud, services & GL builds	Tony Stranack leading technical element – engaged with WW Storage, UK GL & PN	Q1 '21 ongoing	Engagement with a client will not just focus on storage but full outcome based proposal

Topic to Execute	Aim of Topic	How I will Execute	Timeframe for Delivery	Measured Outcome Delivered
Increasing ERG participation in Commercial & Manchester	Series of sessions designed to inform, educate & drive participation from sellers	Supported by Adam Jennings – focussed speakers & ambassadors – all hands & podcasts	H2 '21 launch with review at year end	Awareness and increased participation scores in VoW
Exec Week – New engagements, say thank you, focus pursuits	Build a theme and a set of campaigns around engaging Execs & Managers into client calls	Sponsor with Dave Strong, Support from Helen Gilroy & Philippa Thomas	Q3 '21 start – once quarterly as an event	Comprehensive & strategic engagements into accounts
Intern development – sales readiness programme (SRP)	Ensure the IS management team have visibility of the highest quality interns for hiring into IS roles. Interns get exposure to sales division	Engagement with SRP leads, L&D team and external recruitment. Look at interview criteria and the exposure to role we desire to provide	August 2020 – July 2021 initially with annual reoccurring development. Will be broken down into project phases as required	IS Management are closely involved in the development and hiring of talent from the internal pool ensuring sellers are ready for hire



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Dell Storage Council to launch our 'attack' collateral and sales education on Cost, Risk & Benefit	Lead sellers to hold a differentiated discussion into clients from a different perspective	Part of the group chaired by Ian Dorrell – my focus on sales collateral and pitching	Q2 delivery with ongoing education	Sellers will hold a varied discussion with clients and begin to break into more Dell accounts
ISR Journey to Field	Evolution of a sellers development to adopt field skills earlier in role and be prepared for transition	Leading with L&D team. Create a structure, seek Director sponsorship, run 6 month trial	June 2020 to January 2021	Two identified sellers advanced their skills and the programme is adopted for the next wave of ISRs
Differentiate & Compete with Series	To provide exposure to small HPE channel partners & enablement on competition for HPE sellers	Once month to six weeks, external speakers focussed on the topics through interview panel. Director support required	June 2020 September 2020	Sellers will get exposure and learning from external position while channel partner receives raised profile within HPE

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Cultural and Structural development, providing diversity in development - Barcelona	Gain a diverse approach to execution in people and BU operations	Here is what I have observed – can you help me understand these topics from your perspective?	March 2020 ongoing	Adoption of new skills, capabilities and learnings to enhance my capability and thinking in role
HPE Executive Sponsor for Storage Partner - Constor	On board and expose partner into HPE. Greater exposure to partner leadership	Weekly touchpoint with Sales Director. Events and brand marketing	March 2020 ongoing	Exposure into all relevant HPE sales teams – Constor were not too enthusiastic. Struggled for results
Political and brand development within HPE – Graham Benton	Understand the approach to the political management within company	Once monthly task adoption with counsel and guidance from G. Benton	April 2020 ongoing	Awareness on how to manage and network my brand in order to gain the next role within HPE

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Development of personal self worth to attain virtue. Mental, Physical and Soul	To find inner peace to retain control of emotions in challenging situations	Reading a book called Stillness is the key	Travel into and home from work: January to April 2020	Become self aware, gain self control and maintain a balanced view on topics
Development of decision making thoughts and process	To understand the subconscious approach to decision making, become more accurate and decisive	Reading a book called Blink	Travel into and home from work: January 20 to April 21	Pick up new methods of decision making that ensure I am sharper and more effective
Structure for sales management teams – Growth Board	To refine the processes and procedures, adding real context into methodology	Presentation of the modes of operation and how I would implement for change	March commencement – ongoing	If we can be more streamlined or effective in removing barriers to performance

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Skills and capability of Inside Sellers vs Field Sellers – FLP Project	Skills gap analysis – PC programme delivery – business exposure	Execution of FLP project, with report and defined next plans for execution	Report completed Jan/Feb 2020 – ongoing value from April 2020	Can I bridge a perceived gap on employee development?
Create effective employees through focus on execution and Brand development	Ensure sellers know how to focus their minds on importance to them and not others	Presentation on how to view yourself in context of others. Add into seller PDPs	Presentation January 2020 with ongoing monthly reviews	Should see personality development of sellers and confidence increase
How to be an effective manager and not over burden myself	How to simplify my role and ensure I coach ownership of tasks to sellers	Read One Minute Manager: Monkey Management	November 2019 completed	I recognised the burdens and asks before they occurred. I have simplified my interactions

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Channel Market knowledge and exposure to new business model – Lewis Simmonds	To broaden my knowledge of channel business modelling, be more effective in role	Once monthly diarised calls with Lewis	1 hour call, Feb 2020 – ongoing monthly	Found it very frustrating to get a full perspective on how to progress my knowledge
Role reflection and development of self – every 6 weeks	To reflect on and expose my blind spots to myself. To simplify my efforts on my top three focus areas	Removal from office environment, review strategy and mark my months performance against that	Beginning October – ongoing every 6 weeks	I should be more cohesive in my work, simplify my daily practice
Creation of an acquisition based sales culture in Manchester	To define pillars and principles by which we wish sellers to adopt to execute and develop in role	Initial 1 day workshop, presentation of results to the sales floor with quarterly refreshment and pivot if needed	November 2019 commencement with review throughout year. Redefine October 2020	Behavioural change in sellers from before, with adoption of over 80% of sellers against the set culture

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Team strategy for motivation of individuals and setting rules of engagement	To provide sellers with a view of the mental approach to selling and the foundation of their role in the team	Single presentation stating the pillars of engagement with a monthly reminder	1 <sup>st</sup> of Month from November 2019 onwards – FY'20	How cohesive the sales team are in action against the pillars of the strategy
Personal strategy for effective team management, culture and operation	To strategise how to be effective and compartmentalise tasks in order of importance	Consult Andrew Young, Matt Harris. Reflect on my position and plan within my capabilities	July to September 2019 – first months in job – weekly review on plan vs results.	I became more aware of external factors that can lead to execution of a cohesive – or not – team
Leadership guidance from senior stakeholders	A guide on how to effectively use influencing models in a practical situation	Review models and apply to a personal situation I require an upper hand on	Q2 2019 coaching – with effective results an ongoing aim	Now able to spot when to approach certain situations

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FLP: Developing influencing models to derive skills changes	Deeper understanding of negotiation and how to encourage my way of thinking	Participation and practice of taught skills at home and in smaller situations	Taught Winter 2018, ongoing refinement	I have been able to structure a discussion that focuses on a mutual win for all parties
FLP: Becoming a Leader – elements and actions	Course to teach me on people leadership not management activities and mind set	Attendance then practice with colleagues who seek advice	Summer 2018	Able to understand my skills and capability as an advisor in leadership positions
Business Value Frameworks	Strategically plan a client engagement model – become structured in my AM role	Engage support of Dan Ridout for guidance and create my own structure of delivery	Q1 2018 – first delivery	Able to simplify my own version to represent my business. Coach sellers to deliver

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Senior client stakeholder engagement	To increase my brand and begin sharing my career ambitions while getting advice on progression	Pick key stakeholders in HybridIT, PointNext, and Account Management	An evolving engagement model	I was able to secure sponsorship for promotion. Next action is expanding span of control
Sales Mentorship and Coaching	Develop my counselling of sellers, giving my experience in advice sharing	Once monthly routine of a phone call with set agenda on topics of importance for colleague	Occurred over a 12 month period in FY18	I became more conscientious on what I focused the topics of discussion on. Focus on setting SMART goals
Development of my EQ	To refine my introductions and instant rapport building	Attended a three day online course. Providing soft skills on amenability	November 2018	Have adapted my introduction, my initial questioning and my initial positioning statements to new contacts



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Effective internal Communication	To improve my messaging on both brand and value within company	Sought counsel from Andrew Young, Matt Harris and Neil Preskett on how they do so	Commenced in June 2018 and an ever evolving process. Quarterly check points	I have become self aware of my net worth to others, my capabilities and my brand development
Stakeholder Networking	Represent and develop my brand with influential stakeholders	Present by PDP, present my ambitions and ask for their guidance on how to achieve my goals	Occurred over a 6 month period owing to changes in roles of target individuals	Met half of the identified personnel. Was helpful in gaining different perspectives. Didn't further my career
Big Deal Coaching	Practical application of effective process and theory learnt to enable others to win	Presented my bid and operational process for virtual team management, provided a framework for effective delivery	Supported team members over a 6 month process	Sales team members used my framework to win 3 of 5 bids – framework was adopted by my mentees

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Challenge of effective leadership	Understand how to challenge the leadership of my manager	Providing of challenging ideas, enable the team to ask for more from manager	Occurred over a 5 month process in 2 consecutive quarters	Employees knew their worth and development path. 5 of 6 progressed into new roles
Large sales pursuit	To lead a bid team across a key and critical deal.	Detailed and defined project plan with key milestones for success	Bid ran over a 6 month process	Project was WON and award was financial and trip on HPE Winners Summit
MBA: University of Manchester	To develop my business acumen and provide me with a mature perspective on business operations	Attendance to workshops, assignments and exams. Thorough research and dedication required	Completed over 2.5 years – August 2014 to December 2016	Gained a Merit Grade (68.5%) – become highly objective and knowledgeable on foundations of organisations