



OLLSCOIL NA GAILLIMHE
UNIVERSITY OF GALWAY

Date:
1/1/2023

Min. Time
Commitment:
23 Hours

Expiry Date:
31/12/2025

Module Code:
PO4102



Breda O'Brien

Planning and Communication Skills for the Workplace *Secondary description example*

As part of this module, students learn valuable life skills that help prepare them for the working world. Students are required to identify a business idea or project within a private practice setting, conduct research and develop a comprehensive plan, with the goal of presenting and pitching it to an investor panel. Through this process, students gain a deeper understanding of their personal strengths and career motivations. They also gain practical experience in analysing the current market in podiatric medicine, planning effective marketing strategies and exploring potential funding opportunities that will increase their future employability. This module is designed to build confidence, expand knowledge, and equip students with valuable skills for their future careers in podiatry.

To earn this badge the student must:

- Investigate a business opportunity pertinent to a future career in the private sector of podiatric medicine.
- Use a personal Padlet to track idea development, research progress, and planned pitch content.
- Deliver an elevator pitch of the project to a panel of podiatry and business experts using professional workplace communication.
- Answer questions to demonstrate thorough research and investor potential to the expert panel.

Skills

Communication Confidence | Digital Skills | Innovative Thinking | Leadership

(DH) JL

Ciarán Ó hOgartaigh
President,
University of Galway





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Skills

Communication: Developed good written communicate skills by clearly and effectively crafting professional business documents such as comprehensive plans that conveyed complex information in an organised and persuasive manner. Delivered formal presentations and elevator pitches to panels of experts, learning to tailor the message to different audiences and contexts. Responded confidently to challenging questions from the expert panel demonstrating clarity, professionalism and adaptability.

Confidence: Confidence in public speaking was enhanced through the experience of pitching a business idea to a panel of experts in a formal setting, helping to overcome nerves and communicate with clarity and authority. The ability to remain composed under pressure was strengthened by responding to challenging questions during the pitch, which developed quick thinking and effective communication. Collaborative confidence also improved through peer interaction, where refining ideas, managing group dynamics, and leading elements of the project fostered stronger teamwork and leadership abilities. Decision-making confidence was built through the process of designing a business plan, developing marketing strategies, and justifying choices based on research and evidence.

Digital Skills: Displayed proficiency in using platforms like Padlet to organise ideas, track research progress, and prepare presentation materials. Created professional and visually engaging slides using tools such as PowerPoint to support pitches and presentations. Effectively gathered, evaluated and incorporated information from digital sources relevant to market analysis, competitor research and funding opportunities. Gained Insights into how digital channels can be leveraged for marketing strategies in a private practice setting.

Innovative Thinking: Developed the ability to critically assess gaps in current podiatric services and recognise unmet needs in the healthcare market, forming the basis for innovative business ideas. Learned how to generate original solutions to real-world challenges faced in private practice. Applied innovative thinking in a structured way, combining creativity with practical planning to design services that are both unique and viable. Built the capacity to think ahead, anticipate changes in healthcare and business environments, and adapt strategies accordingly. Applied user-centered approaches to develop services that meet the specific needs of clients or patients in private practice settings.

Leadership: Leadership skills were developed by taking full ownership of a business project from initial concept to final pitch. This involved setting clear goals, managing timelines, and coordinating various aspects of the planning process each requiring initiative, strategic decision-making, and accountability. Confidence in leadership grew through collaborative work with peers, where managing group dynamics and clearly communicating a shared vision were essential to refining and strengthening the business idea.

(Dh))L

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