

SkillsFuture Fellowships Sample Application

This document shows sample responses on how you may fill in the four key sections in the application form.

1. Tell Us More About Your Skills Deepening Journey

Please share more about your skills and accomplishments in your sector / job function.

Your write-up should include:

- a) A brief description your skills deepening or reskilling efforts, and how it has led to a high level of professional/ technical expertise in your job function. [Please include both formal learning (e.g. courses, seminars, masterclasses), and informal learning modes (e.g. mentorship groups, learning communities)]
- b) Any current training programme that you are currently undertaking
- c) How the use of your skills have led to a high level of professional and / or technical expertise in your sector / job function.
- d) A listing of training you have undergone (e.g. 2019 – Specialist Diploma in Artificial Intelligence and Machine Learning by ____; 2020 – 3-day Certificate in AI by ____)

You are encouraged to include links to your published work or portfolio, and LinkedIn profile, if any.

- I started out as a salesperson at a retail SME in 2005. Being a small outfit, team members often interacted with one another. This is when I learnt more about the job functions of my marketing colleague. It sounded interesting and I felt that sales and marketing are closely related to each other and led me to ask my boss if I could attend training in marketing as well.
 - My journey:
 - Started learning from peers in the company and reading up on marketing books available in libraries
 - In 2007, my then-employer encouraged me to attend a 5-day course on Marketing, before I moved into a marketing role
 - Continued to take up various short courses related to marketing
 - Promoted to Sales & Marketing Manager in 2009
 - Moved to company [Y] as Regional Assistant Sales & Marketing Manager in 2010. Took up courses on leadership and innovation skills to build competencies as a leader
 - Started giving sharing sessions to the regional team about best practices in marketing
 - Led a team that was awarded marketing campaign of the year in 2017
 - Volunteered as a mentor to marketing students from a local university, to help groom the next generation of aspiring marketers

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- Currently taking an executive course on leadership to hone my management skills

Courses I attended:

- 2015 – ABC marketing course in Bangkok, Thailand
- 2016 – X seminar for leaders in marketing

My LinkedIn profile is: [url]

2. Share Your Personal Development Plan

Please indicate your training plan:

- a) You should provide at least two (2) training activities that you wish to undertake and the indicative dates in which you plan to start them.
- b) The training activities:
 - i. should help you to either deepen your current skills or acquire new skills and knowledge, which will add value to your career;
 - ii. could incur out-of-pocket training expenses on your part; and
 - iii. may be conducted locally or overseas.
- c) The plan may include skills development for your own professional usage, or to facilitate skills development of others.
- d) At least one (1) of the training activities should commence within two (2) years from the date of the application.
 - Name of Training Activity
 - Indicative Start Date

Please share how you plan to pursue lifelong learning to achieve skills mastery and excellence in your field.

- a) How do you intend to utilise the skills attained from the above training activities in your profession?
- b) Where do you see yourself in the next three years (e.g. in terms of career development)?

<SAMPLE>

2023 – Bootcamp for mentors...

2024 – Training courses on AI marketing ...

At the same time, I want to further develop the next generation of marketing professionals, so the bootcamp for mentors is useful in...

In the next 3 years, I intend to continue building skills in AI as AI plays an increasingly important role in marketing.

3. Tell Us More About Your Contribution to Skills Development of Others

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Please share how you have been contributing or are intending to encourage others to pursue lifelong learning and skills development.

- a) How have you helped others (in the workplace or industry) to pursue lifelong learning and skills deepening?

Please indicate the impact/ outcome of your efforts, where possible.

Examples include:

- Guest speaker at 2021 Conference for <ABC> Professionals, attended by 500 locals;
- Started the <XYZ> Career Academy in my company to take care of staff's skills planning needs;
- Mentor and coach junior team members, guiding them on their professional and/or personal development

- b) Do you have plans to contribute to the skills development of others and what are the desired outcomes of your plan?

In 2018, I started a marketing-tech interest group for the regional offices, where executives from various cities can tap on each other's expertise...

I was also heavily involved in developing marketing-related material for the company's Learning Management System, where short modules were created for regional staff to tap on anytime, anywhere learning.

I was invited to speak twice at the Marketing Conference in Singapore, where I...

Since 2019, I have been volunteering as a mentor to marketing students of a local university. I also gave input for the syllabus, using my knowledge of marketing and marketing tech in the sector as a basis.

4. Tell Us More About Your Other Achievements

Have you been featured publicly before as a lifelong learning champion? If yes, which platform and when (year)?

[Publication], [Year] – [Description of feature and website url if available]