What makes YOU Unique?
Utilizing your Transferrable Skills in a Transitioning Workforce

Karen Ivy, Assistant Director of Student Services at the University Career Center
What you will get from today:

- Participants will be able to identify at least 3 things that they offer as an employee.
- Participants will discover the strengths and skills that employers are looking for in employees.
- Participants will learn how to prepare for transition and marketing yourself and your talents.
Skills in General

- Two Groups of Skills
  - Functional –
    - What you do...
  - Self Management –
    - How you do it...
First Jobs
Functional Skills

- Communication
- Management of People or Things
- Information Finding
- Organization of Information
- Physical Activities
- Creating a Plan or a Goal
- Using Technology
TOP TEN LIST

- **Source:** *Job Outlook 2012, NACE*

10. Ability to sell or influence others

9. Ability to create and/or edit written reports

8. Proficiency with computer software programs

7. Technical knowledge related to the job

6. Ability to analyze quantitative data

5. Ability to plan, organize, and prioritize work
Continued!

- 4. Ability to obtain and process information
- 3. Ability to make decisions and solve problems
- 2. Ability to verbally communicate with persons inside and outside the organization
- And drumroll......
- 1. Ability to work in a team structure
"It is your attitude, not your aptitude, that determines your altitude."

– Zig Ziglar
Examples of Self Management Skills

- Being on time (punctuality)
- Not engaging in gossip
- How you handle conflict
- Smile
- Taking initiative
- Helping out others
- Reliable and trustworthy
How do others describe you...

- Why is this important?
“Everything you have learned is a transferable skill that can be used in the future in ways that are unimaginable to you at the present time.”

- Mary Ghilani, Author of *Second Chance: How Career Changers Can Find a Great Job*
Mind Map of Skills

- Functional Skills
- Self Management Skills
Skills that are “transferable to any field or career that you choose, regardless of where you first picked them up” (Bolles, 2010)

Skills “you carry from one job to another and can use in performing many jobs” (Sukiennik, Bendat, & Raufman, 2010)

Skills that are crucial to promotion or changing jobs!
Surveys by the NACE show that most hiring managers care more about a job candidate’s skills than they do about a college major or educational background.

Additionally, NACE asserts that the most important skills employers seek in job candidates is the ability to work and communicate effectively in a team dynamic.
Examples

- Example – Pizza Hut Server
  - Goal: Building Manager

- Example – Stay at Home Parent
  - Goal: Office Assistant

- Example – Assistant Director
  - Goal: Director
What about YOU?

- YOU – Where are you now?
  - Goal: Where do you want to be?
- Look back at your Mind Map:
  - Transferable Skills
O*Net

- [http://www.onetonline.org/](http://www.onetonline.org/)
- Connects various skill sets to specific occupations
Why do commercials work???

- http://youtu.be/TkHA2pf1gvc (Coca-cola)
- http://youtu.be/X8uXrwhWVOM (Mustang)
Translating that into the Elevator Speech
Translating on the Resume

- Maintain coverage of dynamic office to ensure full-time, professional staff members are available as needed at any point in operations of University Career Center; provide structure to lunch coverage, process requests off (and other requests) for 9 staff members, planning in advance for staffing needs; successfully handled operations of the entire Main campus University Career Center location for 4 days.
- Oversee and assist counselors with ensuring staffing for workshop requests from student organizations, offices on campus, as well as ongoing partnerships with retention programs, such as PACE.
- Coach staff members with regard to difficult circumstances/poor performance on important criteria to the job, motivating toward improved performance through setting professional goals.
- Provide resources to staff with regard to particularly difficult student situations, referencing resources such as NACE materials, journal articles and previous personal experiences; counsel students who are particularly difficult in their appointments and utilize opportunities to coach staff regarding complex situations with students and alumni.
- Manage the oversight the teaching component of the office with regard to the COU 2103 Personal Career Planning classes, which has grown in numbers and sections; students enrolled show a 115% increase in indicating their confidence in setting and achieving their career goals through self-reported surveys.
- Teach a section of the COU 2103 class for 5 semesters with consistent positive feedback from students in course; many of these students, choose a major and/or obtain an internship, as a result of the class.
Skills as Verbs

- **Communication**
  - Conducting, informing, promoting, recruiting, hosting, mediating, collaborating, writing, planning

- **Research/Info Finding**
  - Synthesizing, theorizing, compiling, evaluating, investigating, analyzing, refining, problem solving

- **Critical/Analytical Thinking**
  - Examining, organizing, sorting, systematizing, arranging, improving, developing, processing

- **Leadership**
  - Motivate, delegate, initiate, enable, coordinate, empower, model, negotiate, conceptualize
Translating into the Interview

- What skills do you have to bring into the workplace?
- Tell me about a time when you were a part of a team to accomplish a goal.
- What is your greatest strength?
- Why should we hire you over other applicants?
- Tell me about a time that you initiated a solution to a problem.
The key to success is having **CONFIDENCE** in your marketing of self!
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