

Marketing YOU! Transferable Skills Activity

Transferable Skills are non-job specific skills which can be used in a variety of careers. These skills are developed through jobs, Co-op and internship experiences, school projects, volunteer committees, or activities. Your VALUE as a potential career candidate will rely on your ability to identify and communicate your transferable skills effectively. This activity sheet is designed to help you identify, promote and develop your transferable skills.

Steps:

1. Identify the skills you have
2. Identify the skills employers are seeking
3. Learn how to communicate the skills you have

STEP ONE: Identify the skills you have

Management/Administrative Skills

Think about the skills you have used to organize and coordinate people, projects and events. Can you:

- Plan and arrange
- Delegate responsibility
- Bring order out of confusion
- Attend to visual detail
- Assess and evaluate your own work as well as that of classmates or coworkers
- Use databases or software to organize and present information
- Remain flexible-see obstacles as a challenge rather than a setback
- Manage multiple tasks
- Identify and manage ethical issues

Communication Skills

To succeed in your courses or on the job, you must be able to communicate what you know, either orally or in writing. Can you:

- Listen-answer questions, provide information, accept input
- Write correspondence, reports, records, and technical or specialized documents
- Present information to large and small groups
- Persuade-give recommendations, convince others to adopt your ideas
- Negotiate-settle disagreements, or help others to see all sides of a situation
- Read or speak another language
- Express yourself confidently and creatively
- Communicate electronically-use the web and email to present and exchange information

Research Skills

You know by now that research is a crucial part of any paper or class project; what you might not know is that you can use your research skills on the job. Can you:

- Identify and classify information-figure out where to find an answer and search for details
- Investigate and record findings
- Determine a hierarchy of tasks even when not given a designated starting point
- Work diligently and patiently
- Manage obstacles-be persistent and resourceful
- Use CD-ROM and on-line databases
- Use the web to conduct research

Student Employment & Cooperative Education

2600 Campus Road SSC 113 ♦ Honolulu, HI 96822 ♦ Tel: 956-7253 ♦ Fax 956-8058

Walk-in Co-op Counselor hours: M/T 8 a.m.– 4 p.m.; Wed. 11a.m.-4p.m.; Th 8a.m.-12p.m.; & Fri. by appointment only

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Human Relations Skills

Working together isn't always easy. Human relations skills, or "people skills," are some of the most valued skills in the workplace because these skills not only help people overcome their differences, they help them make the most of their diverse opinions and interests. Think about the times you've collaborated on a project. Can you:

- Lead or direct a team
- Appraise and evaluate others' work
- Resolve problems and conflicts
- Motivate people into action
- Encourage others to do their best
- Use intuition to understand and respond to the work environment and people's needs
- Work well with people from a range of backgrounds
- Teach or train peers as well as students

Problem-Solving Skills

Coursework requires mental gymnastics. Your studies have taught you to integrate large quantities of information, to read between the lines, and to grasp complex problems. You can use these same upper-level thinking skills to find and implement solutions in the workplace. Can you:

- Analyze problems
- Grapple with abstract issues
- Define and expand issues
- Identify several solutions to the same problem and choose the appropriate alternative
- Create new ways to solve on-going concerns- subvert the dominant paradigm
- Use critical judgment to determine cause and effect relationships
- Set and attain goals
- Innovate-think "outside the box"

STEP TWO: Identify the skills employers are seeking

Research the skills for the careers, jobs, and companies that you are interested in targeting. The following are a few suggestions:

- **Alumni**
Identify graduates in your field and talk to them about their early job experiences.
- **Read Classified Advertisements**
Search print and electronic advertisements to determine what kind of skills employers are seeking. Look at subheadings like "qualifications," "responsibilities and duties," and "job description" for phrases which describe your skill sets. Pay close attention to the wording-these advertisements often use succinct verbiage which you can borrow to most effectively describe your skills.
- **Professional Associations**
Professional associations-organizations that represent and serve professionals in a specialized field-often publish superb career development guides on-line or in print. They may also support their own specialized job database.
- **Speak with Employers**
No one knows what employers want better than the employers themselves. Capitalize on every opportunity you have to speak with employers about their expectations, and the types of jobs in your field. The following provide great opportunities to speak with employers: Job fairs, workshops, employer information sessions, and networking events.
- **Career Center**
Utilize the staff of experts at the career center who work closely with employers in your field.

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STEP THREE: ACTIVITY Learn how to communicate and articulate the skills you have

Transferable skill	Situation- Explain the purpose of the activity	Task- Describe your role	Action- Indicate the steps you took	Result- Explain what happened and provide the evidence of success
<i>Example: Communication and research skills</i>	<ul style="list-style-type: none"> - As an Actuarial Assistant Co-op at First Insurance Company - Gathered information from internal and external resources. 	<ul style="list-style-type: none"> - Develop a project of insurance data over the past 20 years. 	<ul style="list-style-type: none"> - Gave a 30 minute presentation of my project, <u>Risk management</u> to five administrators and one Vice President. 	<ul style="list-style-type: none"> - Created a report, <u>Risk Management Analysis</u> - Letter of recommendation from Ms. Jane Doe regarding my project
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Material based in part on "Artists and Designers Transferable Skills" by Duane Seidensticker, of the Placement/Career Services, Milwaukee Institute of Art & Design, for the 10th Annual Career Issues in Art & Design Conference
 Adapted from: <http://www.studentaffairs.cmu.edu/career/CareerBriefs/transkills.html>

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