

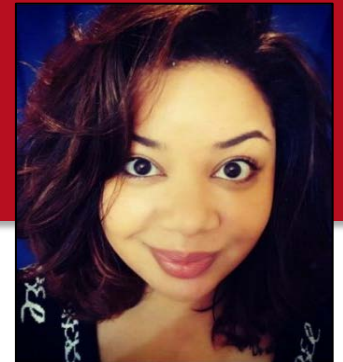


**THE OHIO STATE UNIVERSITY**

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# Career Management

- Programs/Resources
  - Web resources, job board, webinars, programs, career fairs, individual career advising (in-person and remotely).
- Career Changes:
  - Launching
  - Transition
  - Underemployment
  - Unemployment
  - Encore Career
- A Lifelong Process:
  - Assessment
  - Exploration/Research
  - Personal Branding
  - Networking/Job Search
  - Professional Development





# Identifying and Maximizing Your Transferable Skills

## Today we will:

- Define “transferable skills”
- Understand why they are important to employers
- Identify and create a master list of your transferable skills
- Learn to effectively market them to potential employers
- Q&A



## What are transferable skills?

Transferable skills are skills that you have developed or obtained over the course of your academic and professional careers that are relevant or transferable to a specific position.



Transferable skills can be both “hard” (technical, job specific) and “soft” (non-technical, people-oriented). They can be learned in a variety of settings, including:

- Employment
- Life experiences
- Volunteering
- Education
- Hobbies





## What are your soft skills?

*Soft skills are personality traits that an employer can use to determine whether or not your temperament is suitable for a particular job or position.*

### Examples of soft skills include:

- Problem solving
- Teamwork
- Leadership
- Organization
- Time management
- Conflict resolution
- Communication



## What are your hard skills?

*Hard skills, or job skills, are specific skills and abilities that are related to a certain career path. Often, they are related to a job-specific certification, license, tool, and/or task.*

### Examples of hard skills include:

- Proficiency in computer programs or data analysis software (such as Quickbooks, Microsoft Office, Adobe InDesign, etc.)
- OSHA certifications
- First aid/CPR certifications



## Create Your “Master Skills” List



Develop a “master” list of all of the skills that you have identified as useful to a variety of employers across the field(s) for which you are applying. Use them when:

- Searching for jobs
- Writing resumes/cover letters
- Networking
- Interviewing





<b>Preferred Skill</b>	<b>Use in Work Setting</b>	<b>Use in Academic Project</b>	<b>Use in Hobbies or Projects</b>	<b>Use in Volunteer Setting</b>
Marketing Presentations	Presented marketing research findings to management team	Created presentation on communication strategies with team		Presented to a group of 20 high school students on the importance of developing good study skills
Conflict Resolution	Peer mediation			



## What are employers looking for?

1. – Ability to **work in a team** structure
2. - Ability to **make decisions and solve problems**
3. - Ability to **plan, organize, and prioritize** work
4. - Ability to **verbally communicate** with people inside and outside of the organization
5. - Ability to **obtain and process information**
6. – Ability to **analyze quantitative data**
7. – **Technical knowledge** related to the job
8. – Proficiency in **computer software programs**
9. – Ability to **create and/or edit written reports**
10. – Ability to **sell or influence others**

Source: NACE Job Outlook Survey, 2016 – Top Ten Skills Employers Seek



## Match your skills to what employers want

- Carefully read the job description, highlighting skills and keywords
- Take note of specific requests, such as work hours/location, physical requirements, education, experience, etc.
- Emphasize preferred skills in your resume and cover letter, and during the interview
- Do informational interviews with people currently in your field to get feedback on what is required for success



## Matching your skills – Draw the conclusions for them

Homemaker looking to re-enter the workforce as an administrative assistant or office manager:

***“My skills include the ability to manage budgets, multi-task, to teach or train others, and an intimate knowledge of human development.”***

Sales representative seeking a position in hotel management:

***“My work in sales/marketing required me to communicate with a diverse array of people, including some who posed challenges. I honed my communication skills to effectively solve problems and ensure customer satisfaction.”***



## “Show” vs. “Tell”

### On your resume:

- **Tell** – *I possess teamwork skills*
- **Show** – *Provided initial and ongoing training to more than 100 new staff by involving them in important company projects, creating a better sense of teamwork throughout my unit.*

### In an Interview:

- **Tell** – *I am very good with computers*
- **Show** – *I created a database for management to track inventory costs. The system was easy and efficient, resulting in a 65% reduction in administrative costs.*



## What if you don't have the skills?





## Developing practical, transferable skills

If you do not already possess the level of mastery in certain skills that an employer seeks, don't worry – you can work on developing them in your current position. Look for ways to initiate growth in your every day life, so that you can foster your own development in meaningful ways.



## Practical Example: Communication

Communicating effectively at work allows you to share information and build relationships through speaking, writing, and listening. Strong communication skills are among the most sought-after skills for employers.

### Enhance active listening skills by:

- Looking speakers in the eye
- Taking notes
- Asking specific questions
- Acknowledging your understanding through body language

### Enhance verbal communication by:

- Pronouncing words clearly and using proper grammar
- Being concise
- Engaging the listener
- Showing appropriate enthusiasm with pitch, tone, and body language

### Enhance written communication by:

- Organize the message
- Emphasize important points
- Use simple language and keep a professional tone
- Edit and revise – ask co-workers to proofread





## Recap:

- Identify your transferable skills
- Create a Master Skills List
- Use your list to market yourself to potential employers
- Show off the skills you have
- Develop the skills you don't have (but want)