SENSATIONAL skill secrets:
tips on identifying, further developing, and effectively marketing transferable skills in a challenging economy

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Overview

• the new economy
• top transferable skills sought by employers
• current skill identification tips
• bridging the gap: developing and marketing skills
• where do you go from here? Professional Development Plan
economy of the 21st century

- knowledge-driven
- change in workplace is rapid and unpredictable
- self-employment growing
- 95% of businesses have fewer than 50 employees
- respect earned by contributions made (not by title and status of position)
- mastery of career management skills cannot be left to chance
- new career management paradigm

Source: Career Management Paradigm Shift; Prosperity for Citizens, Windfall for Governments. Phillip S. Jarvis
## Global Career Paradigm Shift

<table>
<thead>
<tr>
<th>Old Paradigm</th>
<th>New Paradigm</th>
</tr>
</thead>
<tbody>
<tr>
<td>office</td>
<td>virtual space</td>
</tr>
<tr>
<td>success = career ladder</td>
<td>success = valued skills</td>
</tr>
<tr>
<td>authority</td>
<td>influence</td>
</tr>
<tr>
<td>manager/management</td>
<td>leader/leadership</td>
</tr>
<tr>
<td>entitlement</td>
<td>marketability</td>
</tr>
<tr>
<td>loyalty to company</td>
<td>loyalty to work and self</td>
</tr>
</tbody>
</table>
## global career paradigm shift

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<thead>
<tr>
<th>Old Paradigm</th>
<th>New Paradigm</th>
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<tbody>
<tr>
<td>salaries and benefits</td>
<td>contracts and fees</td>
</tr>
<tr>
<td>job security</td>
<td>personal freedom and control</td>
</tr>
<tr>
<td>identity= job, position, occupation</td>
<td>identity=contribution to work, family, and community</td>
</tr>
<tr>
<td>attention to bosses and managers</td>
<td>attention to clients and customers</td>
</tr>
<tr>
<td>employees</td>
<td>vendors, entrepreneurs, team members</td>
</tr>
<tr>
<td>retirement</td>
<td>self-employment—2\textsuperscript{nd} career</td>
</tr>
</tbody>
</table>
VUCA environment theory
Source: NACADA Journal, Spring 2011

• **V** = volatile (dynamic) — technology primary contributor

• **U** = uncertain — events do not necessarily follow currently accepted models

• **C** = complex — many factors involved in postindustrial economy

• **A** = ambiguous — incongruencies
the new contract
Source: NACADA Journal, Spring 2011

• portfolio careers
• protean careers
• boundaryless careers
• stretchwork
• human capital
developing human capital
Source: NACADA Journal, Spring, 2011

• create own opportunities for growth and development
• search for stretchwork
• know when to leave a job
• purposely maintain a currency of skills and special knowledge
• become a “knowledge nomad”
• display positive attitude
top skills/qualities sought by employers

Communication Skills
Detail Orientation
Strong Work Ethic
Organizational Skills
Teamwork Skills
Self-Confidence
Analytical Skills
Leadership Skills
Initiative
Tactfulness
Adaptability
Friendly
Computer Skills
Creativity
Adaptability
top skills/qualities sought by employers (con’t.)

- Interpersonal Skills
- Problem-Solving Skills
- Technical Skills
- Strategic Planning Skills
- Entrepreneurial Spirit
- Sense of Humor

Source: NACE 2010
skill identification tips

• focus on accomplishments, not just duties and responsibilities
• review past and current job descriptions
• document items from annual performance reviews and individual meetings with supervisor
• develop folder or electronic “portfolio” of programming, projects, publications
questions for brainstorming

Referenced From: quintcareers.com

• how did you do the job better than anyone else did or than anyone else could have done?

• what did you do to make each job your own?

• how did you go above and beyond what was asked of you in your job description?

• how did you leave the employers better off than before you worked for them?

• did you win any awards?

• what are you most proud of in each job?
pinnacle moments activity

• purpose: to increase self-awareness of elements of work which energize you (pinnacles)

• think about events or projects that went well for you

• note what you did and what was satisfying

• share what you wrote with partner; identify key accomplishments
example:

• Pinnacle Moment #1: 

developed and implemented peer mentor program for academic advising office.

created advising syllabus for office.
example (con’t):

• what was energizing or satisfying?
  • exciting opportunity to identify need and create program from scratch
  • fun to devise engaging training materials
  • enjoy working with achievement-oriented peer mentors from several different backgrounds
discussion

• what was energizing or satisfying?

• what accomplishments can you glean from experiences listed?
marketing skills/accomplishments in challenging economy

• emphasize content-specific knowledge
  AND transferable skills

* highlight transferable skills related to:
  communication
  strong work ethic
  initiative
  teamwork
marketing skills/accomplishments in challenging economy (con’t)

problem solving
analytical skills
flexibility
technical leadership
multicultural experience
marketing skills/accomplishments in challenging economy (con’t.)

• resume and interview preparation must be stellar
• focus on building skills and experience
• be prepared to tell stories/give specific examples
• hone professional job search skills
• be clear about what you are offering an employer
marketing skills/accomplishments in challenging economy (con’t.)

• more important than ever to focus on strengths, not just what’s available in job market
professional development plan

• work with mentor, coach, or supervisor

• identify what you enjoy, what you have developed, and what you would like to develop

• think in terms of developing “human capital”

• set deadlines
source: correction

Educause Management Institute
www.educause.edu/resources
Questions?
Comments?
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references


