Promoting Transferable Skills
## Promoting Transferable Skills

### GOALS OF WEBINAR

<table>
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<th>DEFINITION</th>
<th>• What do we mean by Transferable Skills?</th>
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<tr>
<td>IDENTIFICATION</td>
<td>• How to identify your Transferable Skills?</td>
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<tr>
<td>APPLICATION</td>
<td>• When and where to promote your Transferable Skills?</td>
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</tbody>
</table>
WHAT IF RACHEL RAY DECIDED TO LOOK FOR A NEW CAREER?

“I’ve had it with the show, with the kitchen, the whole food industry!
But how will I ever find a new job – all I know how to do is COOK!!!”
WHAT IF RACHEL RAY DECIDED TO LOOK FOR A NEW CAREER?

Is COOKING her only skill?

NO!

Presentation Development and Delivery  Business Acumen
Project Management  Team Development
Risk-taking  Managing Multiple Priorities
Public Relations and Marketing
WHAT IF A TEACHER DECIDED TO LOOK FOR A NEW CAREER?

Is TEACHING her only skill?

NO!

Relationship Management  Project Management
Material Creation  Presentation Skills
Influence and Negotiation
Managing Multiple Priorities
Coaching
Skills that transfer across industries, organizations and functions:

- Outside the mechanics of a role and are equally important
- Transfer with you from job to job throughout your career
- Development of these skills start as early as your first volunteer role or part time job
## Promoting Transferable Skills

<table>
<thead>
<tr>
<th></th>
<th>Handle Multiple Priorities</th>
<th>Motivation</th>
<th>Negotiation</th>
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<tr>
<td>Relationship Management</td>
<td>Easing Complex Information</td>
<td>Adaptability</td>
<td>Comfort Across Audiences</td>
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<tr>
<td>Influence</td>
<td>Team Development</td>
<td>Customer Service</td>
<td>Technology Comfort/Savvy</td>
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<tr>
<td>Reading Comprehension</td>
<td>Presentation Ability</td>
<td>Problem-Solving</td>
<td>Writing</td>
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<tr>
<td>Visionary</td>
<td>Strategy to Execution</td>
<td>Consulting</td>
<td>Proactive Learning</td>
</tr>
<tr>
<td>Project Management</td>
<td>Time Management</td>
<td>Managing Staff</td>
<td>People Development</td>
</tr>
<tr>
<td>Conflict Resolution</td>
<td>Program Management</td>
<td>Business Acumen</td>
<td>Prioritization of Work</td>
</tr>
<tr>
<td>Monitoring of Work</td>
<td>Social Perceptiveness</td>
<td>Social Media Comfort/Savvy</td>
<td>Policy Administration</td>
</tr>
<tr>
<td>Report Development</td>
<td>Updating Knowledge</td>
<td>Obtaining Information</td>
<td>Knowledge Transfer</td>
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</table>
Promoting Transferable Skills

LET’S LOOK AT A 3 YEAR ACCOUNTING PROFESSIONAL

ACCOUNTING

Young Professional Has Developed Mechanical Skills

• Accounting principles
• Statistical applications
• Financial markets
• Reporting financial data

“I don’t really like accounting. I think I’d like Marketing.
But all I know is Accounting!”

Really? What about these skills:
• Ethical decision-making
• Project management
• Relationship facilitation
• Editing, rehearsals, walkthroughs
• Attention to detail
• Technology savvy
• Drive to hit deadlines
• Multi-industry relations
• Adaptability, flexibility
Promoting Transferable Skills

FIFTEEN YEAR VETERAN IN THE FILM INDUSTRY

Professional Has Developed A Breadth of Skills

- Cross industry terminology
- Tangible tools: cameras, etc.
- Script Development, Editing
- Contract negotiations

“I’m tired of the industry. I want steady hours. I don’t want to travel, but I’m stuck in this industry! I don’t know anything but film.”

Really? What about these skills:
• Project management
• Relationship facilitation
• Editing, rehearsals, walkthroughs
• Attention to detail
• Technology savvy
• Drive to hit deadlines
• Multi-industry relations
• Adaptability, Flexibility
## EARLY AND MID CAREER TRANSFERABLE SKILLS DATA BASE

<table>
<thead>
<tr>
<th>Family Restaurant Business</th>
<th>Human Resources Intern</th>
<th>Park &amp; Recreation Camp Counselor</th>
<th>Marketing Coordinator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innate Customer Service, Every Customer Was Our Livelihood</td>
<td>Extensive Payroll and Overtime EE Data Analysis via Systems, Excel</td>
<td>Patience, Creativity, Managing Relationships, Schedules</td>
<td>Managing Marketing Collateral for 20 Field Offices</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Project Management, Interpretation and Validation, Creativity, Sound Judgment</td>
<td>Deadlines, Pro-active Seeking of Work, Data Collection, Interpersonal Skill, Simplifying the Complex</td>
<td>Managing chaos under pressure, rules-regulation-procedure, process management, relationship facilitation</td>
<td>High Touch, Customized Consulting and Service, Creativity, Connecting the Dots with Other Products</td>
</tr>
</tbody>
</table>
YOU HAVE A LARGE SUPPLY OF TRANSFERABLE SKILLS

TIMELESS – THE VALUE OF THE EXPERIENCE STAYS WITH YOU

PART TIME JOBS  INTERNSHIPS  VOLUNTEER  EARLY CAREER  MID-CAREER

EVERY CATEGORY IS A GOLDMINE FOR DEVELOPING TRANSFERABLE SKILLS. YOUR LEARNING CURVE and NEW EXPERIENCES CONTINUOUSLY CONTRIBUTE.
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WHY DO TRANSFERABLE SKILLS HIDE?

Core functional skills are **perceived** to weigh more. Why?

- Concrete, tangible – the mechanics of the job
- Our thought process - programmed towards the tangible
- Finite – there is usually a definite # of functional skills in a job
- Measurable – in general, easy to measure

As a result, Candidates:

- Wear blinders about broader experiences
- Lose sight of the “devil is in the details” – lose sight of what “it” took to pull “it” off
- Create resume with singular words or short phrases, avoiding examples and descriptions
DON’T THINK RESUME – THINK ABOUT CREATING A DATABASE

CREATE A SPREADSHEET WITH EACH CATEGORY – THINK THROUGH UNIQUE EXPERIENCES, YOUR SUCCESSES, WHAT DID YOU LEARN
### Promoting Transferable Skills

| Experience stories; descriptive, full of energy and detailed. | Stories get to the “devil in the detail” which is what we want! Your experience stories will move well beyond functional, mechanical skills. |
| Find an audience – friend, relative, colleague | Tell them your success stories or unique experience. They will easily help you identify your strongest transferable skills. |
| Write your stories and/or really listen to your stories. | Undoubtedly, you will begin to recognize transferable skills, and more than one, more than two, three -- YOU WILL BE AMAZED!! |

**Tell a Story!**
Promoting Transferable Skills

MOST COMMON TRAP FOR IDENTIFYING TRANSFERABLE SKILLS

• “I don’t have enough experience”
• “My job doesn’t give me a chance to develop transferable skills”
• “When I say I am a ____, no one will think beyond that role and understand what I really can do”
• “I haven’t transferred enough to develop those skills”
• “I’m an engineer – I’m all technical”

Tell your stories. Map out your inventory. Build your database.
WHERE DO WE APPLY OUR DATABASE OF TRANSFERABLE SKILLS?

IF YOU DON’T APPLY THESE SKILLS – NO ONE WILL EVER KNOW!

RESUME

COVER LETTER

ELEVATOR SPEECH

KEY PROMOTION TOOL

PARAGRAPH #2 IS ALL ABOUT PROMOTION

TALK ABOUT TRANSFERABLE SKILLS
ON YOUR RESUME

PROFILE:

2 years in a large financial services organization reporting to an HR Function – Organizational Development. Working on a large operational process improvement project. Business Administration degree.

PROFESSIONAL SUMMARY

Early career professional with process improvement and organizational development consulting experience. Understands the cross-organizational relationships and dependencies needed to ensure operational success. Pro-active engaging target audiences in focus groups, one on one interviews, surveys and team discussions. At ease sharing data results with all organizational levels from first line operations managers to senior leaders. Adaptable in making adjustments as needed on project work. Eager to learn and help organizations improve employee skills and resolve operational issues.
**Promoting Transferable Skills**

**APPLY YOUR TRANSFERABLE SKILLS – ON YOUR RESUME**

- **Don’t say:** “Exceptional business management skills”
- **Do say:** “Organized and executed all aspects of small business management: budget, payroll, contracts, state and federal compliance, taxes, personnel records, company insurance.”

- **Don’t say:** “Understands multiple functions”
- **Do say:** “Partners with cross-organizational functions such as Supply Chain, Quality, Purchasing, Sales, Manufacturing, Scheduling, HR to create, enhance and implement policies and procedures.”

- **Don’t say:** “Provided exceptional Disney Customer Service to arriving resort guests”
- **Do say:** “Secured memorable customer experiences to arriving resort guests through curbside greeting, personal check-in, escort to room, daily follow-up and unique customized surprises such as nightly chocolate delivery.”

- **Don’t say:** “Strong client interactions”
- **Do say:** “Engage in phone, internet and face-to-face client communications to secure orders, provide expected samples for approval and execute final transaction.”
During the past six years, I have managed programs for world-wide biking tours for high end, distinctive clients. My experiences with international culture, marketing, business financials and contract management will add great value to The Outreach challenge to enter the international touring market. The Outreach has an exceptional domestic reputation of providing challenging outdoor experiences in unique locations for high end clientele. Expanding to the global market is an opportunity to which I know I will add value to from Day One! My extensive international touring relationships will allow The Outreach to obtain global partnerships quickly and seamlessly.
PROFILE:

Phone-based representative selling individual retirement products to employees of higher education Economics degree.

I have been a phone-based representative with extensive experience in maintaining client relationships, managing the sales process, and partnering with corporate functions in cross-organizational operations projects. I want to take my sales and operations experience and use it in a sales support function such as sales analysis or analytics. My economics background and my sales experience make me a terrific fit for this position.
Promoting Transferable Skills

WHERE ELSE DO WE APPLY OUR DATABASE OF TRANSFERABLE SKILLS?

- RESUME
- COVER LETTER
- ELEVATOR SPEECH
- LinkedIn
- Professional Organizations
- Your Blog
- Professional Biography
Promoting Transferable Skills

TERRIFIC RESOURCE

http://www.onetonline.org
## Promoting Transferable Skills

http://www.onetonline.org/

### Quick Search for: Engineer

### Occupations matching "Engineer"

The search results are listed in a rank order that is calculated on the relevance of the occupation activities associated with the keyword you entered.

Select the Relevance Score to view the specific items matched by your search within the occupation.

<table>
<thead>
<tr>
<th>Relevance Score</th>
<th>Code</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td>17-2051.00</td>
<td>Civil Engineers</td>
</tr>
<tr>
<td>99</td>
<td>17-3023.03</td>
<td>Electrical Engineering Technicians</td>
</tr>
<tr>
<td>98</td>
<td>17-2021.00</td>
<td>Agricultural Engineers</td>
</tr>
<tr>
<td>98</td>
<td>17-2072.00</td>
<td>Electronics Engineers, Except Computer</td>
</tr>
<tr>
<td>98</td>
<td>17-2171.00</td>
<td>Petroleum Engineers</td>
</tr>
<tr>
<td>98</td>
<td>53-5031.00</td>
<td>Ship Engineers</td>
</tr>
<tr>
<td>98</td>
<td>17-2041.00</td>
<td>Chemical Engineers</td>
</tr>
<tr>
<td>98</td>
<td>17-2161.00</td>
<td>Nuclear Engineers</td>
</tr>
</tbody>
</table>

### Skills

- **Complex Problem Solving** — Identifying complex problems and reviewing related information to develop and evaluate options and alternatives.
- **Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- **Judgment and Decision Making** — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- **Mathematics** — Using mathematics to solve problems.
- **Operations Analysis** — Analyzing needs and product requirements to create a design.
- **Reading Comprehension** — Understanding written sentences and paragraphs in work-related documents.
- **Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions, and not interrupting at inappropriate times.
- **Speaking** — Talking to others to convey information effectively.
- **Science** — Using scientific rules and methods to solve problems.
- **Time Management** — Managing one’s own time and the time of others.

### Abilities

- **Problem Sensitivity** — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, just the realization that there is a problem.
- **Deductive Reasoning** — The ability to apply general rules to specific problems to produce answers that make sense.
- **Inductive Reasoning** — The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- **Information Ordering** — The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (numbers, letters, words, pictures, mathematical operations).
WHAT ARE YOUR TRANSFERABLE SKILLS?

BY IDENTIFYING THEM WELL, YOU CAN

BE A CANDIDATE OF CHOICE!
Alumni Career Services

Sponsored by the URI Alumni Association and Career Services

URI Alumni Career Services Website:

http://career.uri.edu/alumni.shtml

RhodyNet Job Listings

URI Career Mentor Network in RhodyNet

Career Services Events to Which Alumni Are Invited

Toolkit for URI Alumni career changers and Job seekers

Jobs at URI

Recent Quad Angles articles by Alumni Career Advisors
Alumni Career Services
Room 237 Roosevelt Hall
Kingston, RI 02898
401-874-9404

krubano@uri.edu
lkuosmanen@uri.edu
http://alumni.uri.edu/careerservices