

## HOW DO YOU MEASURE UP?

According to Jackie Freiberg, co-founder of the Family Business Institute at the University of San Diego and coach to executives, managers, and front-line professionals, the students that organizations want to hire exhibit the following:

- They are **purpose-driven**. They know what they want to accomplish and where they want to be in 5-10 years.
- They have a **strong work ethic**. Work is not simply a 'have to;' it's a 'want to.'
- They are **able to execute**. Employers are eager to meet potential workers that take incredible initiative, execute, and get results.
- They **put service first**. A track record of service to others over self-interest counts.



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Career Services

## Know Yourself

*Communicate your strengths...*



Career Services

Lebanon Valley College

# What do you have to offer?

## WHY SHOULD I HIRE YOU?

The best predictor of future success lies in past behavior. Prove to a potential employer that you have what it takes to get the job done and you will win their confidence.

How do you do that? By demonstrating that you have actively applied the skills employers are seeking through work experiences, college/ leadership activities, community service, or class projects.

Sounds fairly simple and straightforward, but it takes some practice to skillfully present this information in cover letters and resumes and during job interviews.

**STEP ONE** is self-assessment. Identify 3-5 skills that highlight your strengths from each of the three categories of skills noted in the next section. Then, offer proof of those skills by identifying the contexts in which you exercised each strength, the actions you took to address the situation and the results that were achieved.

**STEP TWO** requires research. Perform an analysis of the position for which you are applying. Position postings, company print and electronic literature, and informational interviews are ways to learn what employers are seeking.

## THREE TYPES OF SKILLS

**Definition** — A skill is an ability to perform an activity in a competent manner. Skills can be classified into three main types:

- **Transferable/Functional**

Actions taken to perform a task, transferable to different work functions and industries.

Based on ability and aptitude.

Expressed in verbs.

- **Personal Traits/Attitudes**

Traits or personality characteristics that contribute to performing work.

Developed in childhood and through life experience.

Expressed in adjectives.

- **Knowledge-Based**

Knowledge of specific subjects, procedures and information necessary to perform particular tasks.

Acquired through education, training and on the job experience.

Expressed in nouns.

Source: SkillScan Professional Pack, 2002

## STEP THREE

The Career Services staff offers personal assistance to help you synthesize the information you gleaned from steps one and two, construct job search correspondence and prepare for interviews. Schedule an appointment by contacting the office at extension 6560.

Resources to assist you include:

SkillScan Card Sort

Ten Qualities Employers Seek

Hot Skills Employers Want

Your Liberal Arts Skills

Personal Traits/Attitudes Exercise

How to Develop Accomplishment Statements

Behavior-Based Interview Coaching

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