

# IDENTIFYING AND PROMOTING TRANSFERABLE SKILLS



Please be sure that your audio is muted, and your video is off during the presentation.

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If you have questions or technical issues during the presentation, please use the chat feature to communicate with us.

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After the webinar, you will receive a handout with everything which was covered during the webinar and more via email.

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Feel free to stay connected after the webinar for our "After Class" session!

# Housekeeping

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# Our Mission

The mission of WHW is to provide unemployed and underemployed individuals with the skills and resources they need to get and keep a good job.

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- Weekly Job Search Email
- Employment Readiness Webinars
- Resume Development
- LinkedIn Profile Assessments
- Mock Interviews
- One-on-One Job Search Assistance
- Soft Skills Training
- Career Transition Assistance
- Networking Opportunities
- Special Events

*For more information, please contact our Program Manager David Vevia, at [DavidV@whw.org](mailto:DavidV@whw.org).*

# Workforce Development Services

# Today's Presenter

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**David Vevia**  
**WHW Program Manager**

Consider This

*YOU ARE GOING TO COMPETE FOR JOBS AGAINST  
EXPERIENCED PROFESSIONALS.*

So Ask Yourself

*HOW DO I STAND OUT?*

# The Importance of Transferable Skills

*"People with highly transferable skills may be specialists in certain areas, but they're also incredible generalists – something businesses that want to grow need."*

*- Leah Busque*



# What are Transferable Skills?

①

HARD

②

③

Hard skills are skills that are acquired and enhanced through practice, repetition and education. Examples of hard skills include typing speed or proficiency in a foreign language.

# What are Transferable Skills?

1

HARD

2

SOFT

3

Soft skills are personal attributes that enable someone to work effectively with other people. Examples of soft skills include communication, leadership and teamwork.

# What are Transferable Skills?

①

HARD

②

SOFT

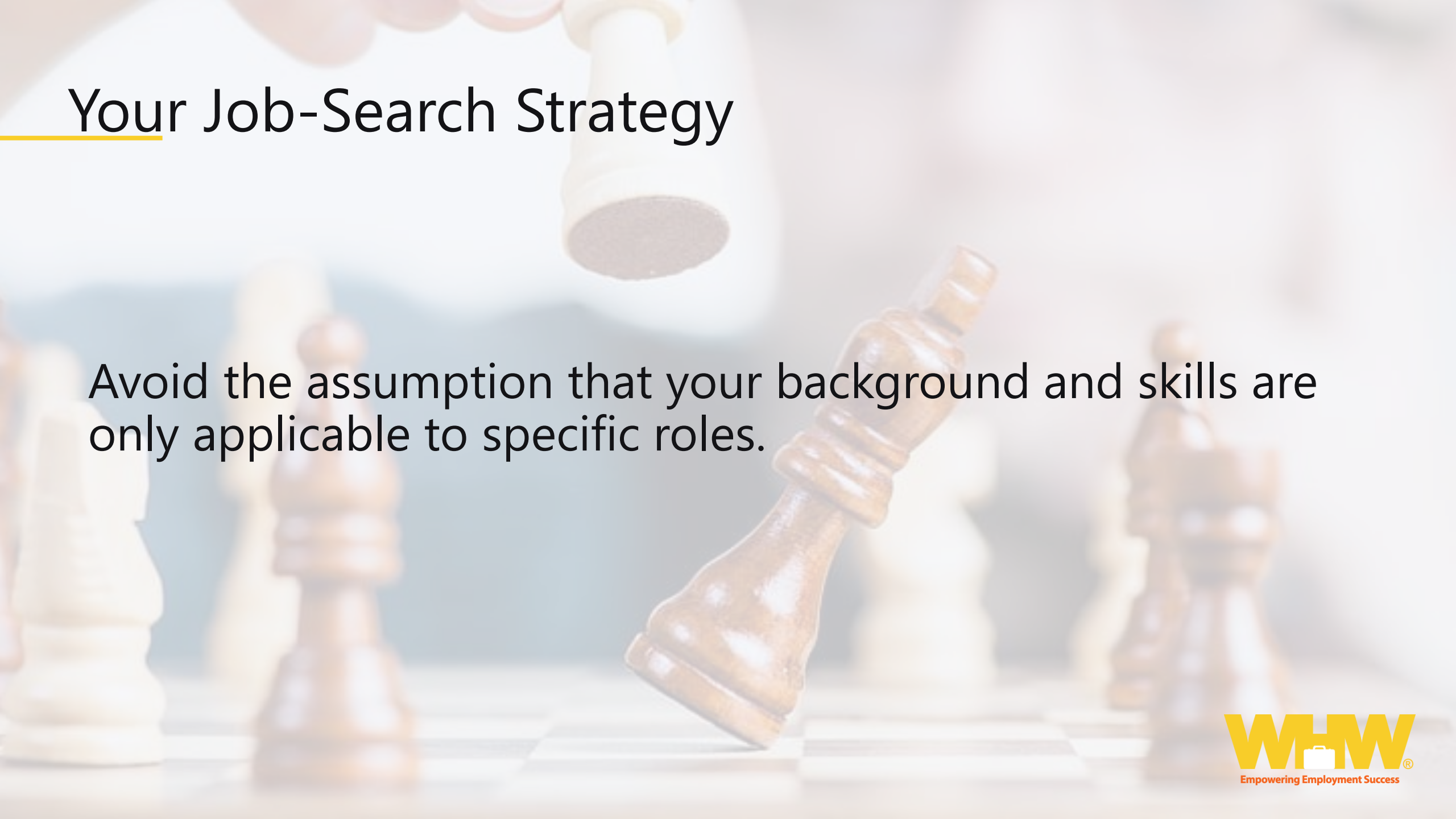
③

TRANSFERABLE

# What are Transferable Skills?

- › Transferable skills are skills that you develop throughout your entire life.
- › Transferable skills are not job specific and can transfer from one job role to another.
- › They are portable skills that can help you in various social, academic, and professional situations.

# Your Job-Search Strategy

A hand is shown holding a white chess piece, likely a king, over a chessboard. The chessboard is in the foreground, and the hand is in the upper center. The background is blurred, showing other chess pieces on the board.

Avoid the assumption that your background and skills are only applicable to specific roles.

# Your Job-Search Strategy

Employers often look for people who can demonstrate a good set of transferable skills. This means a lack of direct experience is **not** necessarily a barrier to a new job.

# Your Job-Search Strategy

How you strategically present your skills and background can instill confidence in employers.

# Your Job-Search Strategy

WHAT EMPLOYERS REALLY  
WANT TO KNOW

- Can you do the job?
- Will you do the job?
- Do you add value to the culture?



# Knowledge Check

What are transferable skills?

*Put your answers in the chat box!*

# Identifying Your Transferable Skills

*“Every experience in your life is being orchestratedated to teach you something you need to know to move forward.”*

*– Brian Tracy*

# Identifying Your Transferable Skills

TO IDENTIFY YOUR TRANSFERABLE SKILLS, START BY TAKING AN INVENTORY OF YOUR SKILL SET.

- Example your past and current roles and responsibilities
- List all the skills you have learned and any success stories
- Try to be as thorough as possible
- Think outside of the box to identify skills you didn't consider

# Types of Transferable Skills

While there are many different types of skills that you can bring to any position, here are some of skills most desired by employers



# Types of Transferable Skills

## Communication Skills

- Speaking effectively
- Actively listening
- Writing concisely
- Making and giving presentations
- Evaluating and choosing the most appropriate form of communication



# Types of Transferable Skills

## Analytical Skills

- › Analytical reasoning
- › Critical thinking
- › Problem-solving
- › Adaptability
- › Calculating and comparing data



# Types of Transferable Skills

## Interpersonal Skills

- Motivating or leading a team
- Training new employees
- Positive relationship building
- Conflict resolution
- Ability to strategically manage others



# Types of Transferable Skills

## Time Management Skills

- › Being organized
- › Evaluating and setting priorities
- › Taking initiative
- › Setting goals
- › Meeting deadlines





# Types of Transferable Skills

## Technological Skills

- › Using job-related software
- › Staying current with new technology
- › Installing/maintaining equipment
- › File and database management
- › Troubleshooting problems with hardware and software



# Reframe Your Experience

THE GOAL IS TO DEMONSTRATE THAT YOUR EXPERIENCE IS DIRECTLY RELEVANT TO THE POSITION FOR WHICH YOU ARE APPLYING.

- Find a job posting that interests you
- Be honest about where you need to fill in the gaps
- Speak the language of the employer
- Clearly show the link between their desires and your experience

# Knowledge Check

What are some of your transferable skills?

*Put your answers in the chat box!*

# Promoting Your Transferable Skills

*"One important key to success is self-confidence. An important key to self-confidence is preparation."*

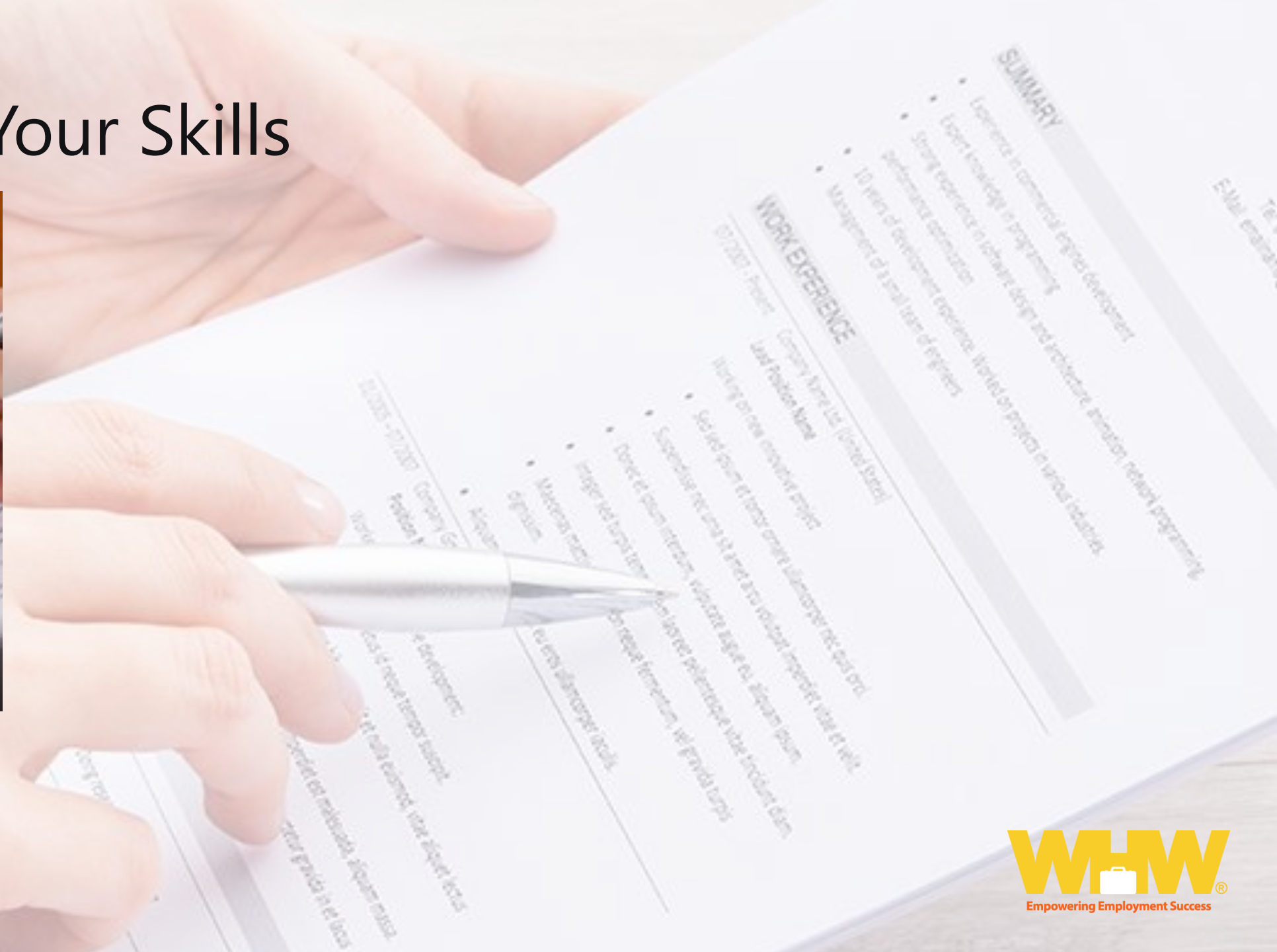
*– Arthur Ashe*



# Highlight Your Skills



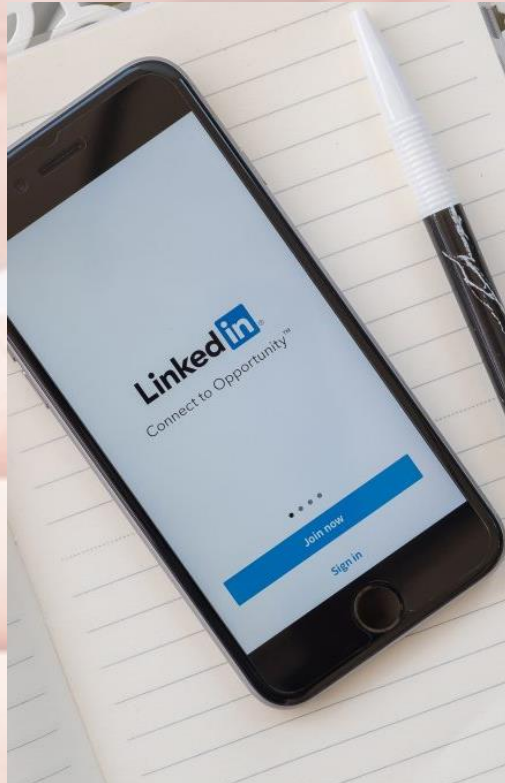
RESUME



# Highlight Your Skills

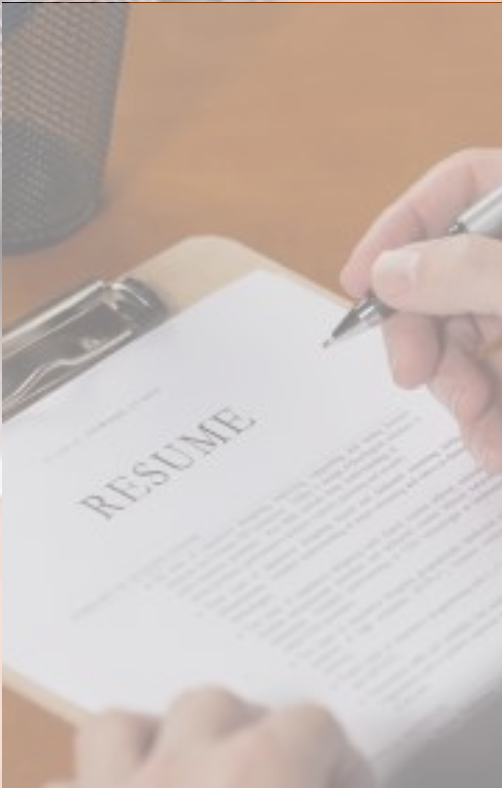


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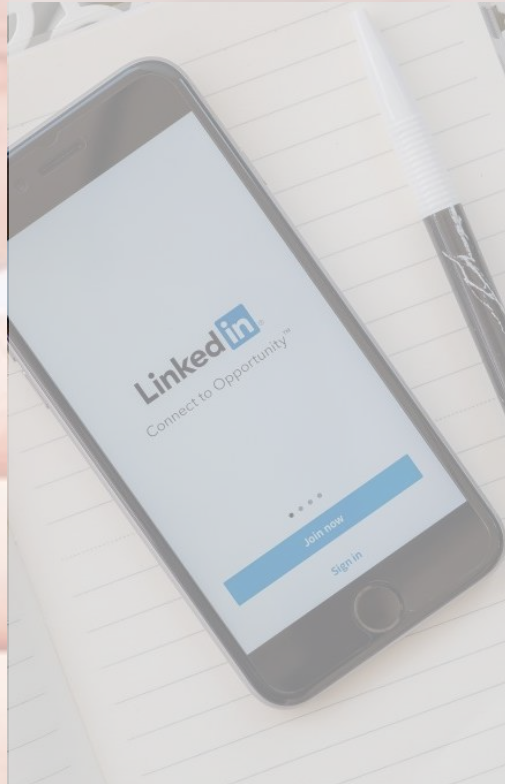


LINKEDIN PROFILE

# Highlight Your Skills



RESUME



LINKEDIN PROFILE



COVER LETTER

# Highlight Your Skills



RESUME



LINKEDIN PROFILE



COVER LETTER



INTERVIEW



# Highlight Your Skills - Resume

Your resume is a part of your initial introduction to the employer. Customize your skills based on the requirements in the job listing to demonstrate your ability to do the job.

- Incorporate them into your Professional Summary
- List them in your Skills and Qualifications section
- Add them to your quantified professional experience

# Highlight Your Skills - LinkedIn

Your LinkedIn profile is more of an all-encompassing tool for your job search. It should speak to all of your skills and abilities – focusing on your industry and field.

- Key skills should be added to your About section
- Incorporate them into your quantified work experience
- Get recommendations and certifications for transferable skills

# Highlight Your Skills – Cover Letter

Your cover tells your unique story. It helps let the employer know how your skills and experience are a benefit to the position and for their organization.

- Share your reasons for your career change
- Connect the dots between your experience and the position
- Don't apologize for your lack of experience
- Keep the focus on what you bring to the organization

# Highlight Your Skills - Interview

Your interview is your chance to show the employer the value that your unique experience can bring to their organization.

Research and prepare well to feel confident and make a good impression.

- Know the value you bring to the role and the organization
- Prepare to talk about filling in your knowledge gaps
- Bring examples of your ability to perform the functions of the job
- Practice your response to *“Why are you changing careers?”*

# Knowledge Check

How can you promote your transferable skills in your LinkedIn profile?

*Put your answers in the chat box!*

# Final Review

1

*The Importance  
of Transferable  
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*Promoting Your  
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# Questions?

Stay connected for our ***After Class*** and enjoy a casual time of discussion and networking!



Contact [DavidV@whw.org](mailto:DavidV@whw.org) for more job search assistance!

