

YOUR SKILLS

To Gain Employment



People can face uncertain futures if they lose jobs where they have built or honed most of their work skills. Finding a new job may require a complete rebranding of those skills to attract and win over employers in high-growth industries.

WHAT IS REBRANDING?

Rebranding is a process by which a product or service developed with one brand or company is marketed and distributed with a different identity. When looking for work, the first step in rebranding your skills is to:

- 1. Determine your objectives.** Put together a checklist of what you are pursuing in the job market, start by asking yourself these questions.

- Do I want to perform the same type of work in a different industry?
- Do I need to look for a different type of work?
- What are my goals for pay and working hours?
- How far am I willing to travel to work?

- 2. Study the employable skills ranked highest among all employers.** Although every employer is looking for a specific set of skills, all employers admire and look for certain basic skills. Once you know what most employers want, you can tailor your job search to show how well you meet these requirements.

TOP 10 EMPLOYABILITY SKILLS

- 1. Communication skills** – Listening, speaking and writing. Employers want people who can accurately interpret what others are saying and organize and express their thoughts clearly.
- 2. Teamwork** – In today's work environment, many jobs involve working in one or more groups. Employers want someone who can bring out the best in others.

- 3. Analytical and problem-solving skills** – Employers want people who can use creativity, reasoning and past experiences to identify and solve problems effectively.
- 4. Personal management skills** – The ability to plan and manage multiple assignments and tasks, set priorities and adapt to changing conditions and work assignments.
- 5. Interpersonal effectiveness** – Employers usually note whether an employee can relate to co-workers and build relationships with others in the organization.
- 6. Computer/technical literacy** – Although employers expect to provide training on job-specific software, they also expect employees to be proficient with basic computer skills.
- 7. Leadership/management skills** – The ability to take charge and manage your co-workers, if required, is a welcome trait. Most employers look for signs of leadership qualities.
- 8. Learning skills** – Jobs are constantly changing and evolving, and employers want people who can grow and learn as changes come.
- 9. Academic competence in reading and math** – Although most jobs don't require calculus, almost all jobs require the ability to read and comprehend instructions and perform basic math.
- 10. Strong work values** – Dependability, honesty, self-confidence and a positive attitude are prized qualities in any profession. Employers look for personal integrity.

PUT A "NEW SPIN" ON WHO YOU ARE, WHAT YOU DO

Once you are certain about your objectives and employable skills, it's time to update the positive "spin" about your skills and experience. This new "spin" trains you to emphasize skills, experience and versatility – and to stop defining yourself by the job titles you have previously held.