

Marketing Your Extracurricular Activities to Employers

Why are transferable skills so important?

Transferable skills qualify you to enter into many different fields even though you may not have specific education or experience in that area. **The more transferable skills you have, the more marketable you are!**

Currently, the job market is very tight. Employers are extremely vested in the employees they hire. Therefore, they are looking for the overall quality of candidates' skills. Employers are more willing to teach you specific details of a job, but they expect that you have certain abilities as part of your own character and work ethic.

Transferable skills create a better awareness of your current career status. What are some of the tasks you enjoy on a daily basis?

You can better understand what you do well and which skills you may need to improve upon through assessment and evaluation.

Evaluating the transferable skills you possess can help you determine whether you are in the appropriate position for your future plans or whether you may need to gain different experiences.



3 ways to uncover your abilities

You probably have a lot more to offer an employer than you give yourself credit for. The problem is, you don't know where to look for concrete examples of your "soft" skills—skills that can't be readily measured or assessed, such as interpersonal skills, ability to work in a team, etc. Here are some suggestions on how you can uncover your hidden abilities—and bring them to the attention of an employer.

Look at your campus extracurricular activities.

For example, if you are a member of the debate team, participate in a drama club, or work on the campus newspaper, these all can serve to help you showcase your communication abilities, written and oral, as well as other key traits, such as flexibility. Do you play sports? You've got an activity tailor-made to demonstrate your ability to work in a team. If you hold a leadership role in an extracurricular club or activity, be sure to highlight that.

Look at your course work and internship experiences.

You can often find examples of how you've worked in a team (a class project, for example) or used your analytical abilities in your course work. A course that has a public speaking component, or one that requires extensive writing, can also be used to impress an employer with your abilities. Internships can also provide you with examples of how you used your soft skills. Besides giving you valuable practical experience, these work-related experiences are often real soft skill-builders that help you learn how to work with others effectively—which is what employers are looking for when they search for candidates with interpersonal and communication skills who are flexible and able to work in a team.

Look at your part-time jobs and/or volunteer experiences.

While your part-time jobs or volunteer experiences might not be relevant to the career you're seeking, remember that they may well have helped you acquire or hone certain skills that employers prize—such as interpersonal skills (dealing with customers) and analytical skills (how to solve a problem on the job). Even if your flipped hamburgers or punched tickets, for example, you dealt with customers, and that experience can be used to demonstrate critical skills to an employer.

Source: Planning Job Choices, 1998, National Association of Colleges and Employers

Transferable Skills Checklist

Check off those skills you already have...
Use these to help build your resume.

- Interpersonal skills**
able to interact successfully with a wide range of people; knows how to interpret and use body language
- Oral communication skills**
presents information and ideas clearly and concisely, with content and style appropriate for the audience (whether one-to-one or in a group); presents opinions and ideas in an open, objective way
- Public speaking skills**
able to make formal presentations; presents ideas, positions and problems in an interesting way
- Counseling skills**
responds to what others have said in a non-judgmental way ("active listening"); builds trust and openness with others
- Coaching / mentoring skills**
gives feedback in a constructive way; helps others to increase their knowledge or skills
- Teaching / training skills**
able to help others gain knowledge and skills; able to create an effective learning environment
- Supervising skills**
delegates responsibilities and establishes an appropriate system of accountability; able to monitor progress and assess the quality of job performance of others
- Leadership skills**
motivates and empowers others to act; inspires trust and respect in others
- Persuading skills**
communicates effectively to justify a position or influence a decision; able to sell products or promote ideas
- Negotiating skills**
able to negotiate skillfully; knows how and when to make compromises
- Mediation skills**
able to resolve conflicts that stems from different perspectives or interests; able to deal with conflict in an open, honest and positive way
- Interviewing skills**
asks and responds to questions effectively; able to make others feel relaxed and to create a feeling of trust
- Customer service skills**
able to build a relationship of mutual trust with clients; able to handle complaints and concerns in a sensitive way
- Care-giving skills**
able to empathize with others; able to give sensitive care to people who are sick or elderly or who have severe disabilities
- Analytical / logical thinking skills**
able to draw specific conclusions from a set of general observations or from a set of specific facts; able to synthesize information and ideas
- Critical thinking skills**
able to review different points of view or ideas and make objective judgments; investigates all possible solutions to a problem, weighing the pros and cons
- Creative thinking skills**
able to generate new ideas, invent new things, create new images or designs; find new solutions to problems; able to use wit and humor effectively
- Problem-solving skills**
able to clarify the nature of a problem, evaluate alternatives, propose viable solutions and determine the outcome of the various options
- Decision-making skills**
able to identify all possible options, weigh the pros and cons, assess feasibility and choose the most viable option
- Planning skills**
able to plan projects, events and programs; able to establish objectives and needs, evaluates options, chooses best option
- Organizational skills**
able to organize information, people or things in a systematic way; able to establish priorities and meet deadlines
- Advanced writing skills**
able to select, interpret, organize and synthesize key ideas; able to edit a written text to ensure that the message is as clear, concise and accurate as possible
- Research skills**
knows how to find and collect relevant background information; able to analyze data, summarize findings and write a report
- Financial skills**
able to keep accurate financial records; able to manage a budget (that is, preparing sound budgets and monitoring expenses)
- Language skills**
functionally bilingual; able to translate and/or interpret in a given language
- Advanced computer skills**
able to use a variety of software programs; knowledge about desk-top publishing or web design
- Technological skills**
understands technical systems and operates effectively within them; understands technical specifications; reads technical manuals with ease
- Performing skills**
able to make presentations for video or television in an interesting way; able to entertain, amuse and inspire an audience
- Artistic skills**
uses color and design creatively; able to design displays and publicity material (print, video, Internet)
- Perceptual skills**
able to visualize new formats and shapes; able to estimate physical space
- Mechanical skills**
able to install, operate and monitor the performance of equipment and mechanical devices; able to repair mechanical devices
- Adaptability skills**
capacity to adapt to new situations and settings and to tolerate change well; flexibility to adapt to the needs of the moment
- Administrative / clerical skills**
able to operate computers and other basic office equipment; able to design and maintain filing and control systems

Marketing Your Greek Experience



Career Related Greek Leadership Skills

Students involved in Greek Leadership develop various skills which are transferable to a variety of employment settings.

Leadership: The ability to motivate others, develop and implement programs, delegate responsibility, and lead by example.

Communication: The ability to listen to others objectively, paraphrase the content of a message, speak effectively, use various forms of written communication through writing weekly reports.

Planning and Organization: The ability to identify alternative course of action, accommodate multiple demands and request, prioritize, establish goals and follow through on fulfilling these goals, manage time effectively, and predict future trends and patterns.

Event Planning: The ability to effectively plan programs and understanding what it takes to coordinate a successful event, from contract negotiations and marketing.

Management and Administrative Skills: The ability to analyze tasks, identify people and resources useful to problem solving, delegate responsibility, manage time effectively, and successfully complete the formal training needed to do your job well.

Interpersonal and Human Relations Skills: The ability to interact effectively with peers, residents, and supervisors; the ability to work well in a group, express feelings appropriately, understand the feelings of others, contribute in meetings, and share in group responsibilities.

Informational Management Skills: The ability to solve problems; sort data and objects; compile and rank information; apply information creatively to problems or tasks; synthesize facts, concepts and principles; understand and use organizing principles; and evaluate information against appropriate standards.

Research and Investigation Skills: The ability to use a variety of sources of information, apply a variety of methods to test the validity of data, identify problems and needs, identify information source appropriate to a problem or need, and formulate questions to clarify a problem.

Critical Thinking Skills: The ability to identify quickly and accurately the critical issues when making a decision or solving a problem, identify a general principle that explains related experiences of factual data, and define parameters of a problem.

Valuing Skills: The ability to assess a course of action in terms of its long-range effects on general human welfare, make decisions that will maximize both individual and collective good, and use thinking and decision-making practices when solving issues.

Career Services Student Union 1532 419-530-4341
www.utoledo.edu/utlc/career

Things to remember

- ★ You are a lifetime member of your fraternity/sorority ("I am," not "I was").
- ★ Know when to mention your Greek affiliation on your resume or in your interview.
- ★ Be specific about your Greek skills (use concrete examples).
- ★ Verbalize your Greek skills that make you unique (remember the tough job market).
- ★ Recognize that future recruiters have preconceived notions of the Greek system.
- ★ Be aware of the present Greek issues.
- ★ Make your Greek experience a primary factor in why YOU should be chosen!

Source: Capitalizing on Greek Leadership: Committing to Excellence, Presented at Northeastern Interfraternity and Panhellenic Conference, Washington DC, by Jay Anhorn and Leigh Jordan

Does being a member of Greek organization have benefits after graduation?

With the job market becoming increasingly competitive, a college degree no longer guarantees a successful career. In today's job market it is not only important what you know but who you know. When someone joins a Greek organization, they not only become friends with the members of that chapter, but also begin building relationships with the members of that chapter, but also begin building relationships with the families and friends of those members. Members are also introduced to alumni of their chapters all over the country. By joining a Greek organization, a person can create an entire network of people, from which could possibly come a future employer, spouse, or lifelong friend.

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Objective

A position as a corporate recruiter

Summary

Experience recruiting for campus organizations. Served as chair of Publicity Committee. Motivated and enthusiastic about developing good relationships with clients and colleagues. Effective working alone or as cooperative team member.

Education

Bachelor of Arts in **English**
Minor: **Business Sales**

The University of Toledo, Toledo OH
GPA: 3.6/4.0

May 2004

Relevant Skills

Recruitment

- As Vice President of Pledging of Kappa Phi, doubled membership through a personal-focused recruitment process.
- Served on an officer selection committee.
- Helped create unique marketing materials.

Communication

- Utilized effective customer service skills in a retail setting.
- Attended two communication skills seminars.
- Completed meeting minutes and created an efficient member distribution method.
- Chaired numerous successful committees.
- Published a monthly informative newsletter.

Employment and Involvement

Sales Representative

In-a-Jiffy Rent-to-Own, Dayton OH

Summer 2003

Member, Kappa Phi President

University of Toledo, Toledo OH

2001-present
2003

Vice President of Pledging

2002

Member, Communication Club Assistant Newsletter Editor and Writer

University of Toledo, Toledo OH

2001-2002

Retail Associate

The Gap, Dayton, OH

Summers 1999-2002