What are Marketable Skills and How do I Get Them?

Career Counselors

Nancy Salinas, MS
Lauren Denver-Potter, PhD, LPC-Intern
What are these skills?

Skills valued by employers that can be utilized in many work settings, including interpersonal, cognitive, and applied skill areas. They can be primary or complementary to a major and are gained by students through education, including curricular, co-curricular, and extracurricular activities. [NHEGIS, 2015].
Some background....

- Texas Higher Education Coordinating Board’s 60x30TX
  - The state’s higher education goals for degree completion, marketable skills, and managing student debt. The goal is that at least 60 percent of Texans age 25-34 will have a college degree or certificate by 2030.

- Islander Career Readiness
  - Competences set forth by the National Association of Colleges and Employers
How Career Services Helps Teach these Skills

- Resume reviews
- Mock Interviews
- Workshops and trainings to students
- Individualized career/skills counseling
- Job exploration
What are they specifically?

- Leadership
- Communication
- Problem-solving
- Teamwork
- Professionalism/Work Ethic
- Career Management
Do I already have some of these skills?

Many are graduating with these skills but are unaware of them specifically and should be able to articulate them to employers [HECB, 2015].
Leadership

Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage their emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize and delegate work. Understanding and appropriately using one’s status, privilege, and power to have an effect on the behavior, beliefs, and character of others.
Thoughts on Developing your Leadership

Emotional intelligence!!

- Positive uses of interpersonal, leadership, intrapersonal and self-management skills  
  (Nelson & Low, 2003)
- You are able to positively influence someone using goal-directed behaviors  (Nelson 
  & Low, 2003)

You have to be honest and vulnerable to yourself to improve yourself

- How do you react in uncertain and challenging situations?
- Identify your strengths. Identify improvements you need.
  - Identify them in others
- Give professional and constructive feedback to others
- Think about your personal and professional ethics
- Find a mentor to help you in your field who is a successful leader
Communication

The ability to articulate thoughts and ideas clearly and effectively in written format and oral format to people inside and outside an organization.

- Public Speaking
- Writing memos, letters, reports, email
- Expressing ideas to others

Ability to Keep up with evolving technology to communicate professionally

Engage in healthy, appropriate and productive dialogue amongst diverse populations and/or viewpoints

Non-verbal communication
How to be a Better Communicator

• Listen to what someone says
  • Can you repeat back to them what you heard them say?
  • Is it what they intended for you to hear?

• Written information
  • Can you use proper grammar and writing styles to get information across to someone else in the way you intend?
  • Are you professional?

• Do people understand you?
  • Could they repeat back to you the ideas you are conveying?
  • Are you clear?

• Awareness of your own nonverbal communication and others’
  • Facial expressions
  • Gestures
  • Eye contact
  • Posture
  • Voice tone
Interpersonal Communication Continuum

Deference: Characterized by silence
Assertion: Characterized by “I”
Aggression: Characterized by “You”
Problem solving

Use proper reasoning ability to analyze issues, make decisions, and overcome problems. Gather, interpret, and use knowledge, facts and data during this process.
How to Incorporate Problem-solving Skills

1. Preparation
   Begin by clarifying the problem using these three steps in preparation.
   - Define the ultimate goal.
   - Outline your limits and/or desires.
   - Separate the negotiable from the nonnegotiable.

   Move to a new home close to work.
   - Must allow pets.
   - Must be close enough to walk.
   - I prefer a house to an apartment building.
   - Fireplaces are nice.

2. Production
   Next, test your possible paths and solutions with one or both of these methods.
   - Use an algorithm, a logical step-by-step procedure that, if followed correctly, will eventually solve the problem. But algorithms may take a long time—especially for complex problems.
   - Use a heuristic, a simple rule for problem solving that does not guarantee a solution, but offers a likely shortcut to it.

   Look at every ad in the paper and call all of those that allow pets.
   Work backwards from the solution—start by drawing a 1-mile radius around work to narrow the search.

3. Evaluation
   Did your possible solutions solve the problem?
   - If no, then you must return to the production and/or preparation stages.
   - If yes, then take action to achieve your goal.
Activity

FOOTBALL BRAINTEASER

Can you move just two crayons to recreate the goal posts with the “football” on the outside?
Teamwork/Collaboration

Build collaborative relationships with colleagues/customers/coworkers across diverse cultures, races, ages, genders, religions, lifestyles and viewpoints. Work within a team structure and manage conflict.
How to Exhibit Better Teamwork/Collaboration

- Work together and use the strengths of each person to meet a goal
- Be open to different ideas and opinions
- Build consensus through compromise
- Be engaged and an active member of your organization and community
- Facilitate and participate in conflict resolution
- Be assertive
  - Remember the difference between assertion, aggression, and deference?
Professionalism/Work Ethic

Demonstrate personal accountability and effective work habits

Demonstrate integrity, ethics, and responsibility
How to Practice Professionalism

- Be on-time
- Work positively with others
- Practice time management
- Understand workload management
- Know the Impact of nonverbal communications
- Keep a Professional work image
Career Management

Identify and understand your skills, strengths, knowledge, and experience relevant to the position you want! Identify areas you need to grow in.

Demonstrate ability to explore job options, know how to pursue them, and self-advocate for other workplace opportunities.
How to Improve your Career Management

Look at your experiences in part-time jobs, internships, volunteer activities, and academic experiences
  • Can you incorporate the skills you learned from these experiences on your resume?
  • Can you articulate these to a potential employer in an interview?

Develop your long-term career goals

Think about how you can articulate professional relationships you have made during your networking and mentorships

FINALLY…..talk to Career Services!!
Career Services is here to help you tie all these skills together!

- Personal assessments
- Career Counseling
- Building great resumes
- Performing great in an interview
- Looking at the job market
- Researching a career field
- Exploring opportunities for grad school

Come visit Career Services and make an appointment with your career counselor!
Questions?

Contact us!
Career Services
361-826-2628
http://career-services.tamucc.edu/
UC 304
References

