# Individual’s User Guide for Career Driver Online Assessment

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Getting Started

Setting up Your Account

Once you complete the payment process, the SkillScan system will send you an email message with a one-time URL, a username, and a password (Figure A). Or, if you accessed the program through your counselor or coach, you will use this information to access and set up your account (Figure B). Once you have set up your account, you can set up your member page (Figure C).

Note: Do not use your email address for your username.

Figure A: Sample email message with URL and login

The SkillScan administrator at SkillScan has created an account for you. You may now log in to https://www.skillscan.com/user using the following username and password:

username: Lisah
password: Lisah123!

You may also log in by clicking on this link or copying and pasting it in your browser:
https://www.skillscan.com/user/reset/2f46/127a4236e8e5e9167958a9a6c104ffe8f6b9437c

This login URL is a one-time login or it can be used only once.

After logging in, you will be redirected to https://www.skillscan.com/user/2346/edit so you can change your password.

-- SkillScan team

Figure B: Setting up your account
Figure C: Setting up your member page

Get Started

Welcome to the SkillScan Website. To get started, fill out your member page. This information will not be made public, but will be visible to your counselor if you have one assigned to your profile.

Name: *

Bio:

- Web page addresses and e-mail addresses turn into links automatically.
- Allowed HTML tags: `<a>`, `<em>`, `<strong>`, `<cite>`, `<code>`, `<ul>`, `<ol>`, `<dl>`, `<dt>`, `<dd>`
- Lines and paragraphs break automatically.

More information about formatting options

Employment Information:

Age:

Gender: *
- Female
- Male

How did you hear about SkillScan Career Driver Online Assessment?: *
- Internet/Google Search
- Google Paid/Sponsored Ad
- Facebook Ad
- Counselor/Helping Professional
- Corporate Invitation
- Friend
- Family Member
- Other

Select the primary source

Other Reference:

If you heard about SkillScan elsewhere, please let us know where from
**Taking an Assessment**

After you create your account, click on the **Go To Assessment** badge to begin the assessment. (Figure D). Your report will be stored within the **Assessments** link in the Control Panel for 6 months.

**Figure D: Go to Assessment Card Fan**

![Assessment Card Fan](image)

**Assessment-Taking Tips**

Career Driver is an intuitive-based assessment. Make your selections based on your first hunch about each skill, and work quickly. Use the following tips to optimize your assessment results.

- **Step 1 – Proficiency Sort:** Be careful to not discount your level of proficiency. Everyone gains proficiency in skills in a variety of non-paid, volunteer, school, and other life experiences; so these experiences count. Be generous and give yourself the benefit of the doubt when considering your ability level.

- **Step 2 – Preference Sort:** Respond to each skill based on the ideal role you want the skill to play in your career, even if you have limited experience using the skill.

- **Step 3 – Development Sort:** Identify those skills you would *like to develop* and those that will enhance your marketability, as opposed to skills you don’t like to use but feel you “should” develop.

- **Step 4 – Skill Roadmap:** Your top 4 skill categories are ranked in numerical order based on the score for each category. If the presented category ranking does not reflect your true preference, you can use the **Category Re-order** dialogue box at the bottom of the page to re-order the categories (Figure E).

- **Step 5 – Skill Wheel:** The Skill Wheel displays your strongest Skill Sets in priority order. The system numerically ranks your Skill Sets based on the weighted average of skills within the Skill Set. For details, see **Typical Category Scores and Significance** in the **Interpreting Client Reports** section of this guide.

**Note:** Once you have completed the entire assessment, you may not go back and make any changes.
Time Allowance

You should allow 20 to 30 minutes to complete the assessment and approximately 1 hour to review all sections of the report.

Changing Skill Selections

You will sort the skill cards 3 times:

1. Proficiency Sort
2. Preference Sort
3. Development Sort

To make a decision, you can click on the appropriate sorting button (for example, Plan to Develop or Not Relevant) to indicate your choice, or alternatively you can drag and drop a skill card to locate it under the appropriate sorting button (Figure F). If you wish to change a decision you can drag and drop the associated skill card to locate it under the desired sorting button before completing the section.
Stopping and Restarting

If you need to stop the assessment and start it at a later time you should click Save on the bottom right of the screen to save your assessment data (Figure G). When you are ready to resume, click on Assessments in the Control Panel and then click Resume Assessment.
If You Encounter Technical Difficulties

Send an email to support@skillscan.com with a description of the problem and you will be contacted within a few hours by our support team from Monday through Friday, 9:00 a.m. to 6:00 p.m. Pacific Standard Time.
Interpreting Your Report

This section outlines the 6 main sections of the report to assist you in understanding and applying the results to your goals.

Snapshot Report

The Snapshot Report is an at-a-glance overview of your top 4 general areas of strength, called Skill Categories, and strongest Skill Sets (Figure H). A bar graph indicates the strength of your scores in your top 4 Categories. Skill Sets are sub-groups of skills within a Skill Category. They are skills that are frequently used together to perform key work functions. Each Skill Set indicates a distinct strength and suggests specific activities that you enjoy performing. There are a total of 18 Skill Sets, with 3 Skill Sets for each of the 6 Skill Categories.

An explanation of the Skill Categories and Skill Sets will be covered in detail in the upcoming sections of this User Guide.

Figure H: Snapshot Report
Skill Road Map

The Skill Road Map provides a summary of your 4 strongest and 2 lowest Skill Categories, and details your individual skills within each of the 6 Skill Categories (Figure I). This information serves as the foundation for evaluating career options for first-time career planning, making a career transition, and developing skills for advancement and growth. The Skill Road Map also highlights core competencies and strengths for resume development and interviewing.

Figure I: Skill Road Map
Typical Skill Category and Individual Skill Scores

The Skill Road Map organizes your skills into 6 categories in numerical order (Figure J). A category score is the sum of the individual scores for each category. Individual scores are achieved by multiplying the Proficiency Score by the Preference Score.

Points for Individual Skill Scores

- Proficiency Rating Points: High (3), Moderate, (2), No/Low (1)
- Preference Rating Points: Major Role (3), Secondary Role, (2), Minor/No Role 1

Example: Individual Skill Score of 9 = 3 Proficiency Rating X 3 Preference Rating

Category Ratings

Example: The highest possible category score is 90 based on 10 skills per category with a score of 9 for each of the skills (10 skills X 9 points = 90).

Typical Category Range of Scores

- High Scores: 60 to 90
- Moderate Scores: mid-40 to mid-50
- Low Scores: 40 and below

Figure J: Skill Categories

<table>
<thead>
<tr>
<th>Skill Category</th>
<th>Definition</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management/Leadership</td>
<td>The use of organizational, managerial, and leadership skills in accomplishing organizational goals.</td>
<td>70</td>
</tr>
<tr>
<td>Creative</td>
<td>Non-linear means of processing information to formulate ideas and adapt to needs/problems.</td>
<td>61</td>
</tr>
<tr>
<td>Analytical</td>
<td>Logical processing of information and data to produce useable results.</td>
<td>61</td>
</tr>
</tbody>
</table>

Using Skill Category Scores

Skill Category scores provide you with a picture of your greatest overall strengths, and how important a particular category of skills is relative to the others. Use these sample scenarios to help you better understand your unique preferences.

- Validate the order of category preferences: If you re-ordered a lower score category to a higher position, evaluate your motivation for re-ordering the categories. In some cases, reordering a lower score to a higher position represents a set of skills you may enjoy using but haven’t had a chance to fully use or develop in a career.

- Equal weighting of categories: Scores for each of the 4 categories are about the same — they are not highly differentiated. In this scenario think about the percentage of time you want to use each category in a career. You may want to give equal weights of 25% for each category, or perhaps you want to give 70% to the first category and 10% to the others, or a variety of
combinations. Your unique preferences will help to deepen your self-understanding and can help you look for career and job options that use your skills in proportion to your preferences.

- **Unequal weighting of categories:** If your first category has a high score (for example, 70) and the others are all below 40, write down what you like about using this preferred category of skills. You may be very selective and favor one category above the others and want to use that category of skills in a dominant way in your career. Perhaps you have minimal experience in the other skill categories, so the skills with lower scores may need to be developed to ascertain if you enjoy using those skills.

**Interpreting Score Details**

A review of your individual Skill Scores will help you to better understand your specific strengths and preferences. The highest scores will often be most relevant to your career objectives, but be aware of low scores to avoid career options that draw upon these skills in a dominant way.

*Example:* In the Score Details section (Figure K) you will see the individual skills listed in numerical order for each category. The Management/Leadership category score of 70 (Figure I) on the Skill Road Map was derived by adding the individual scores under that category (Figure J).

**Figure K: Score Details**

[Image of the Score Details section showing the Skill Road Map with Management/Leadership highlighted]

**Using the Score Key**

At the bottom of the Skill Road Map you will see a Score Key that indicates the proficiency and preference rating for each skill (Figure L).
Scores are achieved by multiplying the proficiency score by the preference score. For example, a score of 9 = High Proficiency score of 3 X Major Role score of 3.

- **A score of 9** is the highest possible score for an individual skill, and indicates your strongest and most preferred skills.

- **A score of 6** indicates that you rated the skill as Moderate Proficiency and Major Role (high preference rating of 9). These skills are denoted with an asterisk (*) to indicate that they are Major Role skills, and you may enjoy these skills more than skills that received a score of 6. A score of 6 indicates that you rated the skill as High Proficiency and Secondary Role for use in work. Given the high proficiency and secondary role rating, think about the role you want these skills to play in your work-life.

- **A score of 4** indicates that you rated the skill as Moderate Proficiency and Secondary Role. These skills are often the ones that are necessary to get a job done but are not considered favorites.

**Using Skill Score Details**

To enhance your understanding of your unique profile of skills, think about the relative importance of the scores and the meaning they have to you. Use these sample scenarios to gain a more detailed understanding of your scores.

- **Numerous High Scores (9’s) in 3 or 4 Categories**: Out of your many high skills, determine the ones that are most important to you now and the skills you want to play a central role in your career. Think about and write down examples of how you have used the skills in the past, and ways you may like to use them in the future.

- **Only 2 High Scores but Many Moderate Scores of (6’s)**: You may have only a couple of skills with a score of 9, but many with scores of 6* and 6. Gain a sense of how important the scores of 9 are to you in your career decision-making. Then consider your scores of 6*, and identify those most important to your career satisfaction and career selection process. Assess the value of the skills with a score of 6 — how important are they relative to the 6* skills? Determine whether these need further development, or whether they are of secondary importance and used mainly to perform the job successfully.

- **Only 2 or 3 High Scores (9’s) in Only 2 Categories (Specialist Profile)**: If you like using a limited number of high-rated skills in great depth from just 2 skill categories, you may be more of a specialist. Specialists value “expertise” and becoming highly proficient in a few key skills.

- **Many High Scores (9’s) in 3 Or More Categories (Generalist Profile)**: If you have numerous high-rated skills in just a few categories, you may be more of a generalist and prefer a career in which there is lots of variety and you can use a broad range of skills.
Road Work

The Road Work section provides a summary of the skills you selected for development. Each skill provides a sampling of skill development and training suggestions (Figure M). Use this section to help you identify volunteer, part-time, and project work to develop your skills.

As you think about developing your skills, keep in mind that development can be broken down into practical and applied actions as well as longer-term educational activities. Many of the skill development suggestions in this report are simple activities that can be performed on the job or in volunteer roles, internships, or educational programs. Note those skills of greatest priority for development and prepare a plan of action to develop them.

Figure M: Road Work
Road Closures

This section of the report lists skills that you selected as No/Low Ability during the Proficiency sort, or Minor/No Role during the Preference sort (Figure N). The information captured in this report serves as a written reminder to avoid careers and positions that require use of these skills in a dominant way.

Figure N: Road Closures

<table>
<thead>
<tr>
<th>Skill Category</th>
<th>Skill</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative</td>
<td>Author/Compos</td>
<td>Use written word or notes to create an original literary or musical work.</td>
</tr>
<tr>
<td></td>
<td>Perform</td>
<td>Express artistic talent to an audience through singing, dancing, speaking, acting or playing a musical instrument.</td>
</tr>
<tr>
<td>Physical-Technical</td>
<td>Manual Dexterity</td>
<td>Use hand and wrist precision in performing work, using tools, equipment and instruments.</td>
</tr>
<tr>
<td></td>
<td>Body Coordination</td>
<td>Demonstrate physical agility, strength, balance and stamina.</td>
</tr>
<tr>
<td></td>
<td>Sort/Construct</td>
<td>Maneuver tools and equipment to assemble objects, parts or structures.</td>
</tr>
<tr>
<td></td>
<td>Restore/Repair</td>
<td>Renew and repair object to original condition.</td>
</tr>
<tr>
<td></td>
<td>Operate Equipment</td>
<td>Control, adjust and maintain the operation of mechanical or electronic products or equipment.</td>
</tr>
<tr>
<td></td>
<td>Repair</td>
<td>Diagnose and correct malfunction in mechanical or electronic equipment.</td>
</tr>
<tr>
<td></td>
<td>Install</td>
<td>Set up, position and adjust equipment, machines or software for use.</td>
</tr>
</tbody>
</table>

Career Tip: As you investigate different career options and opportunities, be sure to evaluate the primary skills required and flag those that match your Road Closures. Use of these skills in a major way could lead to job dissatisfaction or burn-out.
Travel Guides

The Travel Guides highlight your greatest strengths (Skill Sets) and provide suggestions of career and educational options based on the Skill Sets displayed on your Skill Wheel (Figure O).

Figure O: Skill Wheel

1. Organizational Management: Skilled in initiating, structuring and carrying out steps to complete projects and tasks.
2. Core Communication: Skilled in exchanging information through verbal, written or non-verbal cues.
3. Analytical Problem Solving: Ability to identify and define problems and make logical decisions.
4. Support Service: Actively seek ways to enhance the well-being of others.
5. Consultation/Influence: Skilled in collaborating with others.

Additional Skill Sets
Because you possess a number of Skill Sets, you may also want to choose Sets that are most enjoyable and important to your career.

Accessing Expanded Travel Guides
**Using the Travel Guides**

Travel Guides highlight your unique strengths and point to suggested career and educational options that align with each Skill Set. In each Travel Guide, you will find a sampling of career and educational options along with links to explore an expanded set of options. The guides serve as a starting point for identifying potential career paths. The Career Options included in each guide were selected from the O*NET OnLine (Department of Labor) classification codes. You may want to conduct more detailed research on those careers that appeal to you.

Use these sample Skill Set scenarios to deepen your self-understanding.

- **Alignment of Skill Sets and Skill Categories:** Skill Sets are displayed in numerical order and do not necessarily align with your current preferences. In making decisions about a career direction, think about those Skill Sets that you enjoy the most to spot career options that optimize your preferences, and look for ways to develop those skills to increase your marketability. In the self-marketing phase of your job search, focus and leverage those Skill Sets that are the strongest and that you enjoy using the most.

- **No Skill Sets or No Travel Guides Displayed:** You may not have selected a sufficient number of skills or ranked them high enough for Skill Sets to emerge. This can occur when you have minimal work or life experience, have stepped out of the work world for a period of time, or are experiencing a period of low self-esteem. If you feel that your Travel Guides section is inaccurate or would like to retake the assessment, please send a request to support@skillscan.com.

- **Possess Numerous Skill Sets:** Some individuals with extensive work experience will receive a high number of Skill Sets on their report. In this situation, consider your individual situation. When developing selling points for your resume and interviews, focus on those Skill Sets that are most important for the next step in your career development and those Skill Sets that showcase your strengths.

- **Prioritize Skill Sets:** Since not all Skill Sets are equal, reflect upon and identify your top 3 to 5 Skill Sets, and place them in priority order based on your preferences. Use this prioritized list to spot career options that best align with your profile of strengths and preferences.
Trip Resources

The Trip Resources section of the report is designed to provide additional resources for each stage of the career development process (Figure P). Given your needs, you may want to invest time into self-assessment to clarify your career preferences. Or, you may be ready to explore careers and educational opportunities to plan your career. The Trip Resources section includes additional resources for career development and self-promotion during the job search.

Figure P: Trip Resources
The Trip Resources section is made up of five distinct areas that include exercises, resources, and websites to support your career development needs.

- **Assessment Resources**: Includes a variety of free and interactive self-assessment exercise to assess your interests, values, personality, and preferred work environment. There is also a Career Profile for recording the assessment information into a summary of your preferences.

- **Integration Resources**: Provides a variety of resources for helping you to integrate themes from various assessments to gain a holistic picture of your core preferences. There is a useful Brainstorming Career Options Template that you can complete and send to your peers, colleagues, and family members to solicit their suggestions on careers that capitalize on your skills, interests, and values.

- **Exploration Resources**: Contains numerous websites to assist you in exploring and gaining more detailed information on various career options, educational programs, and scholarship resources.

- **Development Resources**: Lists websites to gain additional help and resources for career development.

- **Promotion Resources**: Lists a variety of websites and proprietary tools developed by SkillScan to help you write a resume, learn how to interview, network, etc.
Applying Assessment Results to Your Career Objectives

The following are a variety of strategies for using the Career Driver assessment results according to your career objective type.

- Career Launchers
- Career Transitioners
- Career Advancers
- Job Seekers

Career Launchers

If you are a Career Launcher — planning your first career — you will want to clarify your greatest strengths and preferences to help you identify best-fit career options. The Skill Road Map and Travel Guides (Skill Sets) provide you with a lens for evaluating best-fit career options and building skills to enhance employability.

**Strategies for Career Launchers**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Validate your strengths and support them with examples from work experience, volunteer activities, school, etc.</td>
<td>From the Skill Road Map or Travel Guides, identify your favorite 5 to 7 strengths or 3 to 4 Skill Sets and provide examples of how you have used these strengths in work projects, hobbies, etc.</td>
</tr>
<tr>
<td>Determine if you are a specialist or a generalist.</td>
<td>Generalists will have many major role skills in 3 to 5 skill categories and tend toward careers where they can use a wide variety of skills on the job. Specialists will have only a few major role skills in 2 or 3 categories and enjoy career options that allow them to gain mastery in select areas. In considering tentative career options, check for fit with your style.</td>
</tr>
<tr>
<td>Explore and research careers that align with your strengths.</td>
<td>From the Travel Guides section, which Skill Sets do you enjoy using the most? In reviewing the suggested career options, which 3 to 5 career options are most appealing and align with your strengths? Conduct additional research on O*Net to learn more about each career of interest.</td>
</tr>
<tr>
<td>Make the connection between educational interests and career options.</td>
<td>From the Suggested Education/Training section of the Travel Guides, what are 2 or 3 majors that interest you? Under the Sample Job Titles, which career options align with these majors? What 3 career options fit best with your interests and skills?</td>
</tr>
<tr>
<td>Enhance skill development to increase marketability.</td>
<td>Use the Road Work section of the report to help you prepare for a career. Which skills would you like to develop and would enhance your marketability? What internships, volunteer work, or part-time work could help you fill in these gaps?</td>
</tr>
<tr>
<td>Reinforce the connection of skills with Interests, Values, and Personality themes.</td>
<td>How do your top skill categories and skill sets support and relate to your top Holland Interests, your top Values, or Personality themes? How well do your core themes integrate with each other? Use the Integrating Assessment Themes chart to find out.</td>
</tr>
</tbody>
</table>
Career Transitioners

If you have more than 2 years of work experience and are considering a career change, you may need to determine the type of change needed — function, industry, or environment — to enhance your career satisfaction. Refer to your Skill Road Map, Road Work (Skill Development), and Travel Guides to help you evaluate the alignment of your strengths with your current position and open up new career possibilities.

**Strategies for Career Transitioners**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess alignment of your strengths with current or most recent job.</td>
<td>How well does your past or most recent career align with your profile of skills on the Skill Road Map or top 4 Skill Sets?</td>
</tr>
<tr>
<td>Evaluate skills not being met in your current position/role.</td>
<td>Which skills, categories of skills, and/or Skill Sets are not being used optimally? Which skills would you like to use more and which less? What are the opportunities to take on new work assignments or projects that allow you to use your strengths?</td>
</tr>
<tr>
<td>Validate preferred work role and alignment with your strengths.</td>
<td>Think about a position you held that fully optimized your strengths. What was the role and which of your skills were optimized? Is this option still of interest to you?</td>
</tr>
<tr>
<td>Assess tentative career options that align with skills.</td>
<td>What careers or positions do you feel would capitalize on your greatest strengths or Skill Sets? Conduct research on options that better align with your skills. Conduct research on O*Net.</td>
</tr>
<tr>
<td>If there is a strong alignment of your strengths with your most recent career or job function, evaluate other changes needed to increase job satisfaction.</td>
<td>What aspects of your position are unsatisfying? What other changes would you need to be more satisfied in this role? Use the various self-assessment exercises (Trip Resources) to evaluate your values, interests, and preferred work environment to help you assess your needs and preferences.</td>
</tr>
</tbody>
</table>

Career Advancers

If you are a Career Advancer you may find yourself feeling dissatisfied in your current role, may have plateaued in your job, or may be ready for more responsibility and new challenges. Or, you may feel a need to move into a managerial or supervisory role as a way to advance in your career.

Your Skill Road Map, Road Work, and Travel Guides will help you to understand your strengths and the skills you want to use and develop as you consider options for growth and advancement. Think about the type of change most suitable to your needs. Do you want to:

- Move toward a supervisory or managerial role (upward move)?
- Use a narrower range of skills and enhance expertise in key content areas (specialize)?
- Make a lateral move to enhance your knowledge of the business in a new functional area and develop new skills?

- Pursue a customized solution (e.g. job redesign or career change) to optimize your preferred skills, values, and interests within your career or life context?

The key to making the optimal move is to first distinguish the best path that maximizes your skills and other career preferences; and then to begin building skills in your current position through project work, cross-functional assignments, internal training, external courses and certificates, or volunteer work outside your current organization.

**Strategies for Advancers**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clarify your personal meaning of advancement. Challenge your assumptions about paths to advancement (&quot;up&quot; is not the only way).</td>
<td>What does career advancement mean to you? How have other employees advanced in your organization — moved into management, had a job redesign, made a lateral move, took on special projects and stretch opportunities?</td>
</tr>
<tr>
<td>Use the Skill Road Map and Travel Guides to validate and reinforce your strengths, preferences, and weaknesses.</td>
<td>What did you learn about yourself from the Skill Road Map or Skill Set results? Any surprises? Which of your strengths were reinforced? What weaknesses were revealed?</td>
</tr>
<tr>
<td>Uncover the sources of satisfaction and dissatisfaction — is the problem a skill-based issue, a values issue, a lack of interest in the work itself (subject matter), or other aspects of the work environment (change in management, new expectations etc.)?</td>
<td>What parts of your current role do you like and not like? How well does the role utilize your greatest strengths versus your weaknesses (results on Skill Road Map and Skill Sets)? Which of these skills or abilities are not being utilized in this role?</td>
</tr>
<tr>
<td>Identify resources and support to develop skills in the current situation.</td>
<td>What opportunities are available to grow in place (to build new skills or take on new challenge areas) in your current position?</td>
</tr>
<tr>
<td>Brainstorm and research options that align your skills and preferences.</td>
<td>What advancement or growth options have you been thinking about? Which of these options seems to best fit your profile of skills from the Skill Road Map and Skill Wheel? Which option(s) fits the least?</td>
</tr>
<tr>
<td>Explore additional needs and conditions that will enhance your job satisfaction.</td>
<td>Other than greater responsibility and compensation, what else is important to you in your work? Which of these needs are being met (or not) through your work?</td>
</tr>
<tr>
<td>Assess your level of motivation and proactivity in taking concrete steps towards your goals.</td>
<td>What steps have you taken to learn about the options you are considering? What resources (people and information) are available to you? Identify two actions you can take to move toward your goals.</td>
</tr>
<tr>
<td>Assess the challenges in making a move and develop practical solutions to support your goals.</td>
<td>What obstacles do you face in advancing or growing within the organization and what actions can you take to overcome the obstacles?</td>
</tr>
</tbody>
</table>
Job-Seekers

Career Launchers, Transitioners, and Advancers need to strategically target their transferable skills and abilities, knowledge-based skills, personal traits, and experiences in their self-marketing documents and interviews to enhance their competitiveness. The Skill Road Map and Skill Sets within the Travel Guides will help you to connect your specific skills and strengths with relevant experiences and accomplishments to form the body of a resume, accomplishments, and selling points for the interview. Use the Position Analysis Exercise to break down the specific requirements for a position including the transferable skills and abilities, knowledge-based and technical skills, personal traits and qualities, and education/training required. Then map your corresponding Skills and Skill Sets from the Skill Road Map and Travel Guides along with other relevant experiences and accomplishments to complete the exercise.

In developing a chronological resume, identify the most descriptive transferable skills that align with required competencies for the position.

In developing a hybrid or functional resume, identify the most relevant category titles and Skill Set titles as appropriate to develop skill-based functional headings that align with the position (see Trip Resources: Connecting Skill Categories with Skill Titles for Resumes on the SkillScan Resources page). Then strategically organize your accomplishments under the proper heading. This strategy is particularly useful if you are making a career change as it allows you to showcase the most relevant transferable skills and experiences that support your candidacy.

Strategies for Job Seekers

<table>
<thead>
<tr>
<th>Objective</th>
<th>Questions</th>
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<tbody>
<tr>
<td>Target a position and evaluate the position requirements.</td>
<td>What is your ideal position that you want to apply for? What interests you most about this role? What are the main responsibilities and qualifications for this position? What are your greatest challenges or weaknesses? How can you fill in these gaps to be more competitive?</td>
</tr>
<tr>
<td>Be strategic in aligning your skills and experiences to the position.</td>
<td>How will you structure your resume for this role? Which resume format is most suitable: chronological, hybrid (combination), or functional? What skills, competencies, and experience do you think the employer feels is most important to this position and how can you showcase your accomplishments accordingly?</td>
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<tr>
<td>Prepare selling points (accomplishments) for each required competency or qualification.</td>
<td>Identify your top 5 to 7 strengths from the Skill Road Map, or top 3 or 4 Skill Sets from the Skill Wheel within the Travel Guides section, to build a set of core skill themes; and support each one with an accomplishment.</td>
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Interview Selling Point Strategies Example

Top three selling points (core skill themes) from a graduating college student:

- **Team Leadership**: Have often served as the point person on my group projects; facilitated a discussion to set our objective, ran the meetings and kept members on track to accomplish our project goals.

- **Research/Persuasion**: I enjoy researching a topic and interviewing stakeholders to understand their point of view. I use this method to develop persuasive communications to influence them to adopt a new idea or point of view.

- **Brainstorming and Design**: I have a knack for leading brainstorming sessions that generate a wide variety of ideas and then translate the best ideas into a framework, concept, or model that visually communicates the group’s solution.

Create a Positioning Statement

Use the core skill themes to develop a positioning statement that can be used to answer the “Tell me about yourself” question and as an introduction at networking events or informational interviews. This strategy will keep you focused and distinguish you from the competition. Here is an example of a graduating student applying for an entry level role in Advertising.

> I just completed my bachelors in Business Administration with a minor in conservation from UCB. During my undergraduate program I was very active in my academic program and also completed two internships and performed volunteer work. I have gained skills in researching, writing proposals, and managing projects to help accomplish my firm’s goals. I have also served as an event coordinator, mentor, and tutor; and was the treasurer for my sorority. These experiences have been foundational to developing my leadership and project management skills. I have gained an ability to communicate and influence stakeholders and have a knack for translating ideas into useful concepts and solutions. I am very interested in pursuing an advertising account management role where I can be a part of the team that supports our advertising client’s objectives.

See the Sample Client Position Analysis Exercise that demonstrates the alignment of the client’s skills and experience to her job target. Observe her Chronological Resume in which she tailors her accomplishments and selling points for an entry-level Advertising position.