

# How to...sell your skills

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Once you have assessed your skills and started to research your career ideas, the final piece of the jigsaw is to know how to articulate them to an employer effectively.

For some practical suggestions on linking skills to employability see [www.mmu.ac.uk/goportal](http://www.mmu.ac.uk/goportal) - ideas for students and graduates.

The **MMU Professional Passport** scheme allows current students to learn how to pitch their skills and competencies to employers by putting you through a supportive but realistic recruitment process. For more information visit [www.mmu.ac.uk/passport](http://www.mmu.ac.uk/passport)

Being able to **effectively demonstrate employability skills** can lead to greater success at interviews. Examples include:

Teamwork	Interpersonal skills
Communication	Numeracy
Problem solving	Flexibility
Leadership	Ability to negotiate
Creativity	Initiative
IT	Commercial awareness

[www.mmu.ac.uk/careers/students-and-graduates/making-yourself-employable.php](http://www.mmu.ac.uk/careers/students-and-graduates/making-yourself-employable.php)

It is important to give specific details, particularly on application forms and in interviews, of how you developed these skills. Draw from the following:

- **Study** – lectures, tutorials, projects, group work and report writing.
- **Work experience / Placements / Internships**
- **Employment** (part-time, seasonal, full – time)
- **Voluntary / community work** – local / national / international
- **Hobbies / Interests**
- **Caring responsibilities**

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Use the **STAR** mnemonic as a way to present the evidence you wish to offer:-

**S** – Situation or project

**T** – Task or objective

**A** – Action you took, if you use an example of a team project, mention YOUR contribution in particular.

**R** – Result, good or bad. An employer will be interested in finding out what you have learnt from the experience.

To research skills and competencies directly linked to your degree see:

<http://www.prospects.ac.uk/links/degreedevskills> - Your degree, skills gained.

[www.prospects.ac.uk/links/options](http://www.prospects.ac.uk/links/options) - jobs directly and indirectly linked to your degree.

In addition some of the following Careers and Employability Service 'How To...' sheets may be of use to you:

- How to get started on your Careers Research
- How to Assess your Skills
- How to make a Speculative Application
- How to Network