

# How to... assess and sell your skills

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## Assessing your skills

You will need to know how to assess your key skills and competencies before you begin to career plan and explore your choices.

Use the **SOAR**ing to Success model (Kumar, A 2007) to help you get started:

**Self awareness:** make a list of your current strengths to see how they define who you are now and how they will help you in your future career, or try the Prospects careers questionnaire: [www.prospects.ac.uk/links/pplanner](http://www.prospects.ac.uk/links/pplanner)

**Opportunity awareness:** being open to new possibilities in your social, work or academic life will help you to enhance your skills and allow you to make realistic career decisions.

**Aspirations:** an understanding of your skills and available opportunities will help you to make informed choices. Set realistic goals for yourself, action plan and be resilient if choices do not always work out.

**Results:** reflecting on your experiences will allow you to market yourself effectively to employers via CVs, applications, interviews and other recruitment processes.

Personality tests, aptitude tests and self assessments may help you to identify and assess your skills. See:

<http://www.mmu.ac.uk/careers/students-and-graduates/psychometric-testing.php>

[www.prospects.ac.uk/psychometric\\_tests.htm](http://www.prospects.ac.uk/psychometric_tests.htm)

[www.windmillsonline.co.uk/interactive](http://www.windmillsonline.co.uk/interactive)

## Selling your skills

Once you have assessed your skills and started to research your career ideas, you will need to know how to articulate them to an employer effectively.

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)

# How to...sell your skills

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## Demonstrate your skills

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

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

## Give detail!

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

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.

## Further help

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.