



## Marketable Skills

### Verbal Communication

- Perform and entertain before groups
- Speak well in public appearances
- Confront and express opinions without offending
- Interview people to obtain information
- Handle complaints
- Present ideas effectively
- Persuade/influence others to a point of view
- Sell ideas, products or services
- Debate ideas with others
- Participate in group discussions and teams

### Nonverbal Communication

- Listen carefully and attentively
- Convey a positive self-image
- Use body language to make others comfortable
- Develop rapport easily with groups of people
- Establish culture to support learning
- Express feelings through body language
- Promote concepts through a variety of media
- Believe in self worth
- Respond to non-verbal cues
- Model behavior or concepts for others

### Written Communication

- Write technical language, reports, manuals
- Write poetry, fiction plays
- Write grant proposals
- Prepare and write logically written reports
- Write copy for sales and advertising
- Edit and proofread written material
- Prepare revisions of written material
- Utilize all forms of technology for writing

- Write case studies and treatment plans
- Demonstrate expertise in grammar and style

### Train/Consult

- Teach, advise, coach, empower
- Conduct needs assessments
- Use a variety of media for presentation
- Develop educational curriculum and materials
- Create and administer evaluation plan
- Facilitate a group
- Explain difficult ideas, complex topics
- Assess learning styles and respond accordingly
- Consult and recommend solutions
- Write well organized and documented reports

### Analyze

- Study data or behavior for meaning and solutions
- Analyze quantitative, physical and/or scientific data
- Write analysis of study and research
- Compare and evaluate information
- Systematize information and results
- Apply curiosity
- Investigate clues
- Formulate insightful and relevant questions
- Use technology for statistical analysis

### Research

- Identify appropriate information sources
- Search written, oral and technological information



# CAREER CONNECTIONS

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- Interview primary sources
- Hypothesize and test for results
- Compile numerical and statistical data
- Classify and sort information into categories
- Gather information from a number of sources
- Patiently search for hard-to-find information
- Utilize electronic search methods

### Plan and Organize

- Identify and organize tasks or information
- Coordinate people, activities and details
- Develop a plan and set objectives
- Set up and keep time schedules
- Anticipate problems and respond with solutions
- Develop realistic goals and action to attain them
- Arrange correct sequence of information and actions
- Create guidelines for implementing an action
- Create efficient systems
- Follow through, insure completion of a task

### Counsel and Serve

- Counsel, advise, consult, guide others
- Care for and serve people; rehabilitate, heal
- Demonstrate empathy, sensitivity and patience
- Help people make their own decisions
- Help others improve health and welfare
- Listen empathically and with objectivity
- Coach, guide, encourage individuals to achieve
- goals

- Mediate peace between conflicting parties
- Knowledge of self-help theories and programs
- Facilitate self-awareness in others

### Interpersonal Relations

- Anticipate people's needs and reactions
- Express feelings appropriately
- Process human interactions, understand others
- Encourage, empower, advocate for people
- Create positive, hospitable environment
- Adjust plans for the unexpected
- Facilitate conflict management
- Communicate well with diverse groups
- Listen carefully to communication

### Leadership

- Envision the future and lead change
- Establish policy
- Set goals and determine courses of action
- Motivate/inspire others to achieve common goals
- Create solutions to complex problems
- Communicate well with all levels of the organization
- Develop and mentor talent
- Negotiate terms and conditions
- Take risks, make hard decisions, be decisive
- Encourage the use of technology at all levels

### Management

- Manage personnel, projects and time
- Foster a sense of ownership in employees
- Delegate responsibility and review performance

Handout adapted from UMass Lowell Career & Co-op Center:  
Career-Related Classroom Assignments



# CAREER CONNECTIONS

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- Increase efficiency to achieve goals
- Develop and facilitate work teams
- Provide training for development of staff
- Adjust plans/procedures for the unexpected
- Facilitate conflict management
- Communicate well with diverse groups
- Utilize technology to facilitate management

### Financial

- Calculate, perform mathematical computations
- Work with precision with numerical data
- Keep accurate and complete financial records
- Perform accounting functions and procedures
- Compile data and apply statistical analysis
- Create computer generated charts for presentation
- Use computer software for records and analysis
- Forecast, estimate expenses and income
- Appraise and analyze costs
- Create and justify organization's budget

### Administrative

- Communicate well with key people in organization
- Identify and purchase necessary resource materials
- Utilize computer software and equipment
- Organize, improve, adapt office systems
- Track progress of projects and troubleshoot
- Achieve goals within budget and time schedule

- Assign tasks and sets standards for support staff
- Hire and supervise temporary personnel as needed
- Demonstrate flexibility during crisis
- Oversee communication, email and telephones

### Create and Innovate

- Visualize concepts and results
- Intuit strategies and solutions
- Execute color, shape and form
- Brainstorm and make use of group synergy
- Communicate with metaphors
- Invent products through experimentation
- Express ideas through art form
- Remember faces, accurate spatial memory
- Create images through, sketches, sculpture, etc.
- Utilize computer software for artistic creations

### Construct and Operate

- Assemble and install technical equipment
- Build a structure, follow proper sequence
- Understand blueprints and architectural specs
- Repair machines
- Analyze and correct plumbing or electrical problems
- Use tools and machines
- Master athletic skills
- Landscape and farm
- Drive and operate vehicles
- Use scientific or medical equipment