

The background of the top section is a photograph of the College of Charleston building, a neoclassical structure with a prominent portico supported by columns. The sky is blue with some light clouds.

COLLEGE of  
CHARLESTON

# ALUMNI

A WEBINAR FOR WOMEN'S HISTORY MONTH

THURSDAY, MARCH 29TH 1PM

The bottom two-thirds of the image feature a collection of historical clothing items, including a military-style uniform with a wide-brimmed hat, a long dress with a high collar, and a pair of overalls with a large pocket. The items are arranged in a row, slightly overlapping.

## Your Next Steps

Recognizing your Unique Strengths &  
Identifying Transferable Skills

To Register : [bit.ly/CofCWHM18](https://bit.ly/CofCWHM18)



SOULE

CAREER AND ASSESSMENT COACHING

# Who I am...



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Sarah Birdsong, Soule, Inc.

Specializing in:

- Career Transition Coaching
- Career Assessment Analysis

*Supporting The College of Charleston's Alumni through the Career Services Office of Alumni Affairs*

# Outcomes from Today's Talk

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- Snapshot of trends for Women in the Workplace
- Career-based Assessments as a tool to help identify unique strengths and career fit
- Redefining what a “Unique Strength” means
- Combining unique strengths with transferable skills to stand out when making a career change

# Trends for Women in the Today's Workforce

## **Women are Integral to Today's Workforce**

- There are 74.6 million women in the civilian labor force.
- Almost 47% of U.S. workers are women.
- More than 39% of women work in occupations where women make up at least three-quarters of the workforce.
- Women own close to 10 million businesses, accounting for \$1.4 trillion in receipts.

Women are more likely than men to have earned a bachelor's degree by age 29.



Women



Men



# Women @ Work

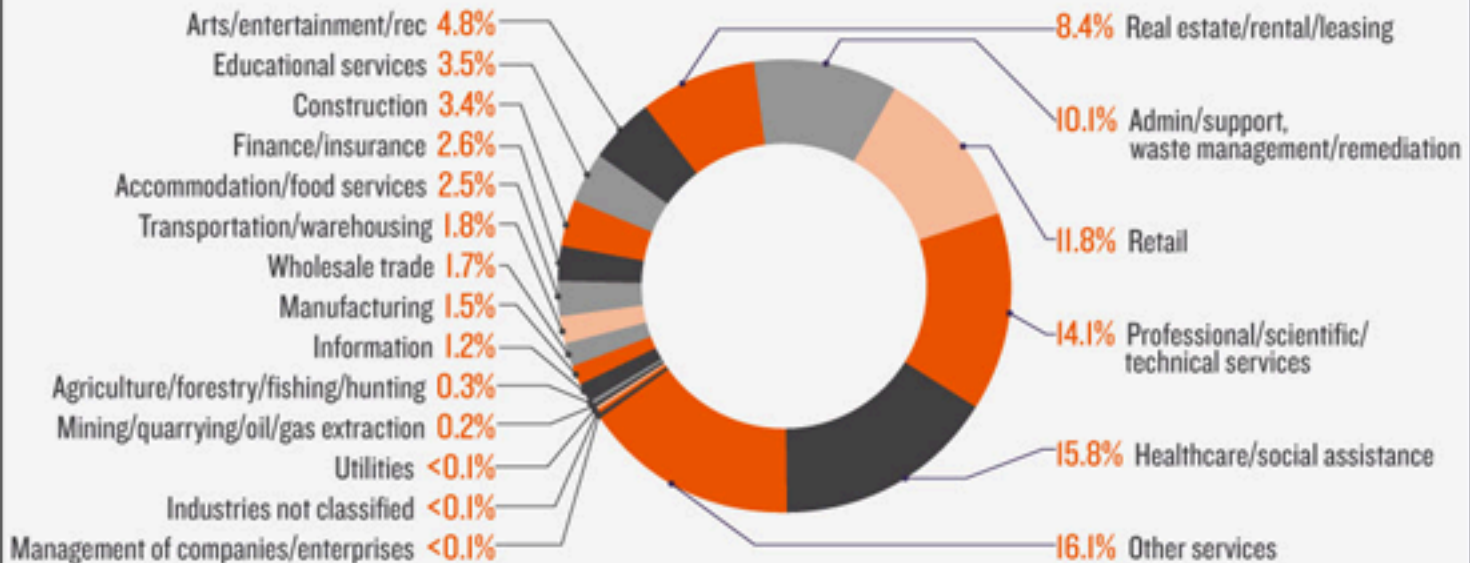
Sound bites and statistics from women who lead



Women make up **46.9%** of the U.S. workforce.

## Women are founding businesses at 1.5x the national average!

Types of Businesses Women Own



# What does this mean?

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- Women are moving and shaking things up in the workforce.
- There is no better time to get creative around what to do next with your current career.
- ... OR start something new!



# Career Transitions and Change

- Today, the average person changes jobs ten to fifteen times (with an average of 12 job changes) during his or her career.
- Many workers spend five years or less in every job, so they devote more time and energy transitioning from one job to another.

*Bureau of Labor Statistics*

# Transferable Skills

- People born in the 1960s - 1980s averaged **2** job changes by 32 years old
- People born after are closer to **3-4** job changes by 32 years old

Therefore, Universities, employees, and companies are focused on acquiring **TRANSFERABLE SKILLS** relevant to many job sectors as opposed to former counterparts.

# So what are your Transferable skills?

- The question to ask is:

What makes you YOU and what do you take with you from one job to another?

The clearer you can get about who you are and what makes you **UNIQUE** the more your resume will reflect your value in the marketplace.

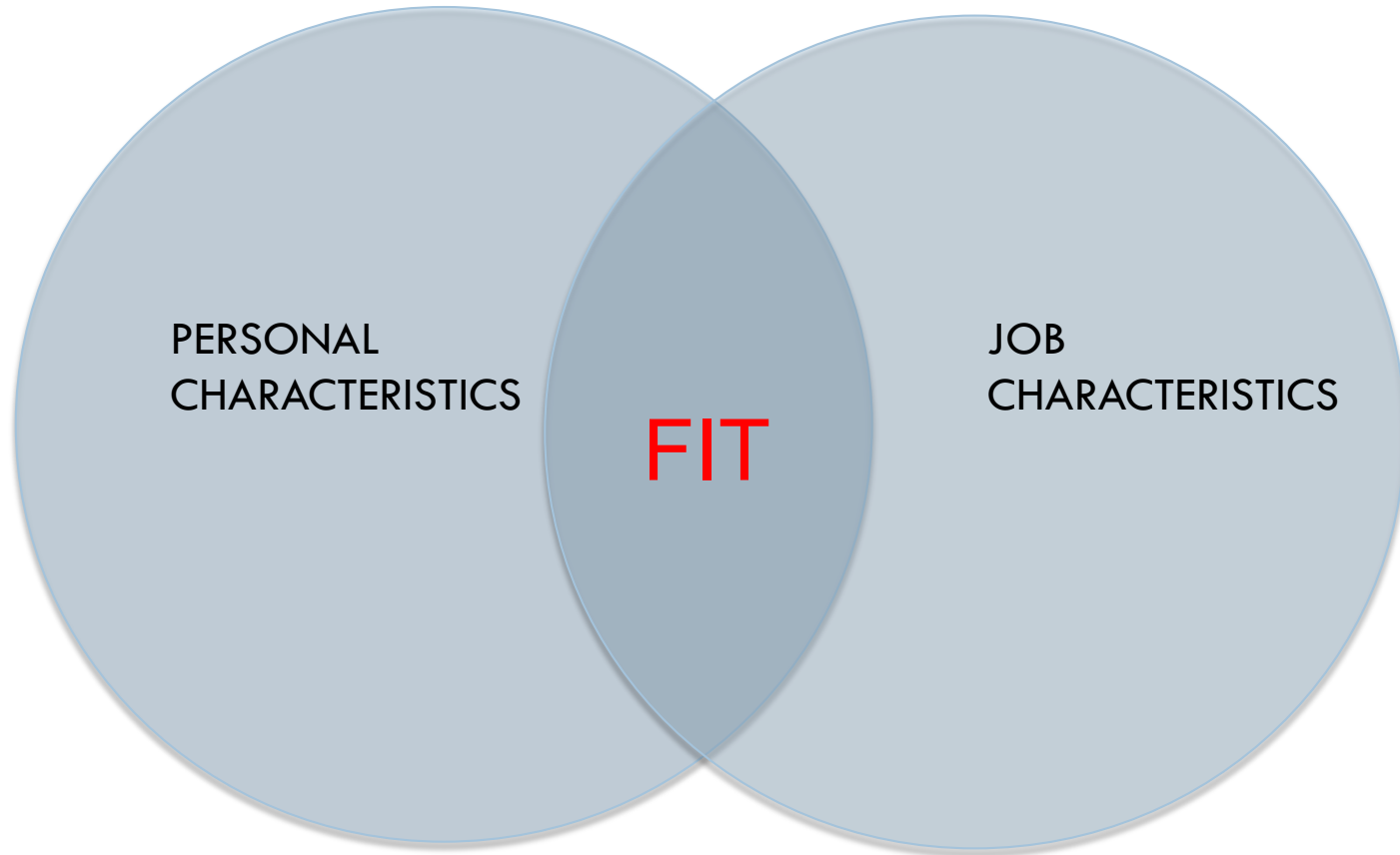
# Unique Strengths Identified through Career Based Assessments

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- An career based assessment is any procedure used to measure an individual's qualifications and/or interests for a job or career.
- The main goal is to help predict who will be able to do a particular job successfully before actually placing an individual in the job.

# Person/Job Fit Framework

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The conceptual framework draws primarily from the Person-Job Fit research of Ackerman and Heggstad (1997), Ackerman and Beier (2003), Parsons (1909), and Tett, Jackson, and Rothstein, (1994).

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# Predictors for Success

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- How well does each factor correlate with on-the-job success?
  - ▣ Education .11
  - ▣ Training .13
  - ▣ Interview .14
  - ▣ Experience .18
  - ▣ Interests .10
  - ▣ References .26
  - ▣ Behaviors .38
  - ▣ Cognitive Abilities .53

Source: Professor Mike Smith, University of Manchester; John E. Hunter & Rhonda Hunter, "Validity and Utility of Alternative Predictors of Job Performance", Psychological Bulletin, Vol. 96, No. 1, p. 90; Robert P. Tett, Douglas N. Jackson and Mitchell Rothstein, "Personality Measures as Predictors of Job Performance: A Meta-Analytical Review", Personnel Psychology, p. 703, Michigan state University's School of Business

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# Predictors for Career Success and our Unique Behaviors

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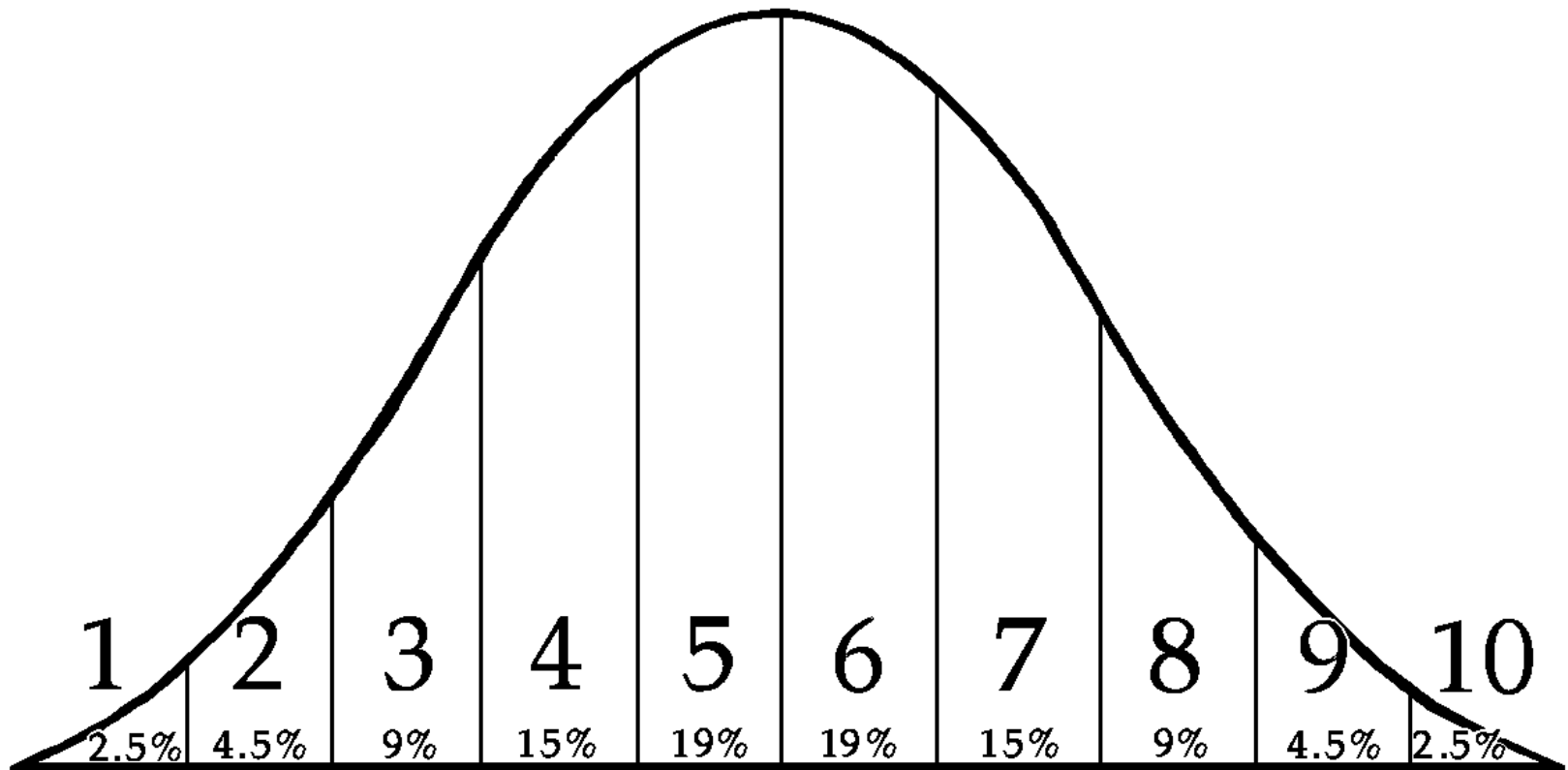
- **BEHAVIORAL** attributes have the second highest correlation after cognition to career success...

DO YOU KNOW WHERE YOU FALL COMPARED TO OTHERS?

Source: Professor Mike Smith, University of Manchester; John E. Hunter & Rhonda Hunter, "Validity and Utility of Alternative Predictors of Job Performance", Psychological Bulletin, Vol. 96, No. 1, p. 90; Robert P. Tett, Douglas N. Jackson and Mitchell Rothstein, "Personality Measures as Predictors of Job Performance: A Meta-Analytical Review", Personnel Psychology, p. 703, Michigan state University's School of Business

# Normal Distribution - Bell Curve

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# REDEFINING OUR STRENGTHS

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## BEHAVIORAL TRAITS – THERE IS NO “GOOD” AND “BAD”

**Pace:** Overall rate of task completion

**Assertiveness:** Expression of opinions and need for control

**Sociability:** Desire for interaction with others

**Conformity:** Attitude on policies and supervision

**Outlook:** Anticipation of outcomes and motives

**Decisiveness:** Use of speed and caution to make decisions

**Accommodation:** Inclination to tend to others' needs and ideas

**Independence:** Level of preference for instruction and guidance

**Judgment:** Basis for forming opinions and making decisions

# Unique Strengths + Transferable Skills



Transferable Skills

+

Unique Strengths

=

**STANDING OUT IN A CAREER TRANSITION**

# DISCUSSION/Q&A

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For further questions please contact:

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