ALUMNI

A WEBINAR FOR WOMEN’S HISTORY MONTH
THURSDAY, MARCH 29TH 1PM

Your Next Steps
Recognizing your Unique Strengths &
Identifying Transferable Skills

To Register: bit.ly/CofCWHM18
Who I am…

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

- 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
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: 34%
- Men: 26%
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

- Real estate/rental/leasing: 8.4%
- Admin/support, waste management/remediation: 10.1%
- Retail: 11.8%
- Professional/scientific/technical services: 14.1%
- Healthcare/social assistance: 15.8%
- Other services: 16.1%
- Arts/entertainment/rec: 4.8%
- Educational services: 3.5%
- Construction: 3.4%
- Finance/insurance: 2.6%
- Accommodation/food services: 2.5%
- Transportation/warehousing: 1.8%
- Wholesale trade: 1.7%
- Manufacturing: 1.5%
- Information: 1.2%
- Agriculture/forestry/fishing/hunting: 0.3%
- Mining/quarrying/oil/gas extraction: 0.2%
- Utilities: <0.1%
- Industries not classified: <0.1%
- Management of companies/enterprises: <0.1%
What does this mean?

- 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

☐ 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.

© 2010 Profiles International www.profilesinternational.com
The conceptual framework draws primarily from the Person-Job Fit research of Ackerman and Heggestad (1997), Ackerman and Beier (2003), Parsons (1909), and Tett, Jackson, and Rothstein, (1994).
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

Predictors for Career Success and our Unique Behaviors

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

**DO YOU KNOW WHERE YOU FALL COMPARED TO OTHERS?**

REDEFINING OUR STRENGTHS

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

For further questions please contact:

Sarah Birdsong
Soule Inc.
www.thesoule.com
sarah@thesoule.com