**Activity Title: Profile of a Marketable** Person

**Background** In today's job market, employers want not only someone who has job experience, but has other traits or characteristics as well. These can be considered "Marketable" skills. In this activity, participants will discuss what they think are general marketable skills that employers are looking

for today. They will be given an article so they can compare their ideas to those from an expert in the field.

**Objective** To define the "marketable" skills that make someone employable today

**Time Required** 30 minutes

**Resources** • Poster size- profile of a Marketable Person- or Handout displayed on overhead

**Needed** • Student Handout- profile of a Marketable Person

• Article "The Seven Most Marketable Skills for the Job Market" This is provided as an

example;facilitator can choose a similar article to share with group

• Student Handout- "My Marketable Skills"

**Activity**

**Description** Introduction to Session {Pre-Activity): "While each employer and every different company may be looking for specific things in its candidates,there may be certain skills that every employer requires. These skills are what I would call "Marketable" skills. Together will be come up with what we feel are the most important Marketable skills that employers are looking for today. later,we will figure out how we can make sure that employers see that we have these skills."

Activity:

As a whole group, brainstorm a "profile of a Marketable person".

Facilitator can decide how this will be done. (participants can arbitrarily offer ideas or the facilitator can ask participants to Ideas generated by whole group should be written on the Poster sized "Person" or on the overhead.

Group should narrow Marketable Skills to those they feel are most important (7-10) in today's

job market and then can compare theirs to the article.

Post-Activity *L* extension activities:

Participants will complete a form describing their own "marketable" skills and provide an example of how they had developed each skill or used the skill (highlighting experiences)

This can be done in class if there is time or can be done for homework.

**Outcome or**

**Result**

**Student** • profile of a Marketable Person

**Handouts** • "My Marketable Skills"

Profile of a Marketable Person

In today's activity we came up with a profile of a Marketable Person. What Marketable Skills do you already have? How have you used this skill in your personal or professional life.

|  |  |
| --- | --- |
| Marketable Skill | Experience |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

**The 7 Most Marketable Skills For the Job Market**

*By Ken Anczerewicz*

While each employer and every different company is looking for specific things in its candidates, there are certain skills that every employer require. These are the qualities and traits that make you successful in a professional environment, no matter what type of company or business you work for, no matter whether your job is corporate or creative.

Here is a list of the top 7 marketable skills that employers are actively looking for in potential new hires:

1) Excellent written and verbal communication skills. Being able to express yourself articulately is essential in the corporate world (and in every aspect of life!)

2) Able to build strong relationships. Companies want to hire people who get along well with other people. Show that you're a friendly person who has'great interpersonal skills who enjoys being part of a team and contributing to group efforts.

3) Great work ethic. Employers want to hire people who will work long hours if necessary, put in extra time, and not complain. They want candidates with integrity and who take pride in their work. Wbat they don't want are candidates who are simply looking to work 9-5 without any flexibility.

4) Computer-savvy. In this day and age you've got to know how to use a computer if you want to succeed in business. Put yourself a step ahead of the competition by creating a list on your resume of all the computer programs you're comfortable with and use regularly.

5) Problem-solving abilities. No job is without its bumps in the road. Employers want to know that you will be able to handle whatever comes your way with grace under pressure, and that you are capable of dealing with difficulty on your own if necessary.

6) Creativity. Employers want employees who can offer creative solutions to common problems. Being able to think outside the box is a huge plus, because it will help the company get ahead of its competition. Creativity can involve ingenious solution to save money, an artistic flair, or anything else that makes you stand out as unique. · ·

7) Punctuality. Time is money, and being on time shows respect for others. Lateness (especially to interviews) is something no employer wants, and it may be the cause of an immediate rejection, no matter how great your other qualities are. The employer won't want to take a chance on an employee who may keep the client waiting!

Now that you know what's important to employers, make a point of either listing them on your resume or writing them up as part of your cover letter so that employers will know you actually possess them! All you have to do is tum each skill into a bullet point:

\*Excellent written and verbal communication skills; superb communicator who gets along very well with other team members and superiors.

Ken Anczerewicz is an author and publisher devoted to providing time & money saving resources designed to help career & job seekers of all ages achieve their financial goals.