

208 transferable skills and experience factors  
employers & recruiters are looking for in 2016



# THE ULTIMATE

KEYWORD TOOLKIT

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## Selling Transferable Skills & Experience Factors: *The #1 Key to Expanding Your Marketability*

Listed below are the transferable skills and experience factors that employers are looking for. A transferable skill is one that you can use in a position within any industry. This is especially helpful when you are transitioning out of one industry and/or changing careers.

Identify 15-20 transferable skills and experience factors (from the list below) that you have and sell them in all your communications. Like a politician running for office, you will want to be consistently communicating certain key phrases in all your resumes and letters. You will also want to routinely use them in all your phone discussions and interviews. Consistency in all communication is the key to gaining credibility with a hiring manager, and, more importantly, getting the job.

Selling these skills is what expands your market... making you attractive at higher levels and in many industries.

The key point to keep in mind is that you need to market what employers want. There isn't really a "top 10 list" of skills that are highly sought after; it really depends on the position the employer is trying to fill. For instance, "highly competitive" may be a great skill to have in Sales or Business Development, but not in Operations. So keep your target position in mind when narrowing down your list of skills to 15-20; keep them highly relevant to the position you seek.

### TRANSFERABLE SKILLS & CAPABILITIES

- |                          |                                    |                          |                                    |
|--------------------------|------------------------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | Ability to get things done quickly | <input type="checkbox"/> | Consistently find new alternatives |
| <input type="checkbox"/> | Action-oriented                    | <input type="checkbox"/> | Conceptual thinker                 |
| <input type="checkbox"/> | Ambitious                          | <input type="checkbox"/> | Contacts at highest levels         |
| <input type="checkbox"/> | Analyze situations rapidly         | <input type="checkbox"/> | Creative                           |
| <input type="checkbox"/> | Astute researcher                  | <input type="checkbox"/> | Decisive                           |
| <input type="checkbox"/> | Bring order out of chaos           | <input type="checkbox"/> | Diplomatic                         |
| <input type="checkbox"/> | Bring out creativity in others     | <input type="checkbox"/> | Direct large meetings skillfully   |
| <input type="checkbox"/> | Broad administrative skills        | <input type="checkbox"/> | Drive "out-of-box" thinking        |

- |                          |                                      |                          |                                       |
|--------------------------|--------------------------------------|--------------------------|---------------------------------------|
| <input type="checkbox"/> | Easily win people's confidence       | <input type="checkbox"/> | Likable, friendly                     |
| <input type="checkbox"/> | Effective at dealing with the public | <input type="checkbox"/> | Loyal                                 |
| <input type="checkbox"/> | Effective at organizing labor        | <input type="checkbox"/> | Make forceful group presentations     |
| <input type="checkbox"/> | Effective moderator and mediator     | <input type="checkbox"/> | Meet demanding objectives             |
| <input type="checkbox"/> | Enterprising / dynamic               | <input type="checkbox"/> | Motivator                             |
| <input type="checkbox"/> | Entrepreneurial strengths            | <input type="checkbox"/> | Natural leader                        |
| <input type="checkbox"/> | Excellent recruiter                  | <input type="checkbox"/> | Operations-oriented                   |
| <input type="checkbox"/> | Excellent trainer                    | <input type="checkbox"/> | Perfectionist                         |
| <input type="checkbox"/> | Exceptional people skills            | <input type="checkbox"/> | Perform against tight deadlines       |
| <input type="checkbox"/> | Exceptional team player              | <input type="checkbox"/> | Persistent                            |
| <input type="checkbox"/> | Flair for putting on events          | <input type="checkbox"/> | Personal contacts for new business    |
| <input type="checkbox"/> | Genuine & sincere                    | <input type="checkbox"/> | Plan major conferences                |
| <input type="checkbox"/> | Grasp technical matters quickly      | <input type="checkbox"/> | Precise thinker, logical              |
| <input type="checkbox"/> | Handle rapid change easily           | <input type="checkbox"/> | Problem solver                        |
| <input type="checkbox"/> | Hands on / shirt sleeve              | <input type="checkbox"/> | Proven record of success              |
| <input type="checkbox"/> | High achiever / gives 100%           | <input type="checkbox"/> | Public speaker                        |
| <input type="checkbox"/> | High energy / enthusiastic           | <input type="checkbox"/> | Quick thinker                         |
| <input type="checkbox"/> | Highly articulate                    | <input type="checkbox"/> | Recognized authority in my area       |
| <input type="checkbox"/> | Highly charismatic                   | <input type="checkbox"/> | Relate easily to people at all levels |
| <input type="checkbox"/> | Highly competitive                   | <input type="checkbox"/> | Reliable / responsible                |
| <input type="checkbox"/> | Highly professional                  | <input type="checkbox"/> | Remain calm under pressure            |
| <input type="checkbox"/> | Highly social / outgoing             | <input type="checkbox"/> | Resourceful                           |
| <input type="checkbox"/> | Highly organized                     | <input type="checkbox"/> | Risk taker                            |
| <input type="checkbox"/> | In-depth technical knowledge         | <input type="checkbox"/> | Seasoned competitor                   |
| <input type="checkbox"/> | Industry leader                      | <input type="checkbox"/> | Self-motivated                        |
| <input type="checkbox"/> | Innovator / imaginative              | <input type="checkbox"/> | Sense of command                      |
| <input type="checkbox"/> | Inspire others to top performance    | <input type="checkbox"/> | Sense of humor                        |
| <input type="checkbox"/> | Instincts for what will sell         | <input type="checkbox"/> | Shirt-sleeve approach / hands-on      |
| <input type="checkbox"/> | Introduce change smoothly            | <input type="checkbox"/> | Simplify complex problems             |
| <input type="checkbox"/> | Intuitive decision maker             | <input type="checkbox"/> | Skilled at governmental affairs       |
| <input type="checkbox"/> | Know international markets           | <input type="checkbox"/> | Skilled at union relations            |
| <input type="checkbox"/> | Knowledge of key markets             | <input type="checkbox"/> |                                       |

- |                          |                                   |                          |                                  |
|--------------------------|-----------------------------------|--------------------------|----------------------------------|
| <input type="checkbox"/> | Skillful / seasoned negotiator    | <input type="checkbox"/> | Synthesize diverse ideas         |
| <input type="checkbox"/> | Sophisticated                     | <input type="checkbox"/> | Tactician / strategic thinker    |
| <input type="checkbox"/> | Source of ideas that work         | <input type="checkbox"/> | Troubleshooter / problem solver  |
| <input type="checkbox"/> | Special visual and design taste   | <input type="checkbox"/> | Verbally persuasive / compelling |
| <input type="checkbox"/> | Strong at consumer selling        | <input type="checkbox"/> | Versatile                        |
| <input type="checkbox"/> | Strong at corporate selling       | <input type="checkbox"/> | Very personable & good natured   |
| <input type="checkbox"/> | Strong executive image / presence | <input type="checkbox"/> | Very positive / upbeat           |
| <input type="checkbox"/> | Strong group communicator         | <input type="checkbox"/> | Visionary                        |
| <input type="checkbox"/> | Strong social skills              | <input type="checkbox"/> | Well respected                   |
| <input type="checkbox"/> | Strong theoretical grounding      | <input type="checkbox"/> | Willing to try new approaches    |
| <input type="checkbox"/> | Strong verbal communicator        | <input type="checkbox"/> | Win cooperation at all levels    |
| <input type="checkbox"/> | Successfully promote new ideas    | <input type="checkbox"/> | Work alone or as part of a team  |
| <input type="checkbox"/> | Superior sales closing skills     |                          |                                  |
| <input type="checkbox"/> | Superior writing skills           |                          |                                  |

To expand your marketability beyond your obvious credentials, you want to be selling the phrases that describe what is on the mind of employers when they recruit new talent. Most of the time these phrases have to do with helping the employer solve problems or capitalize on opportunities.

*Keep in mind that you will need to back up the skills you lay claim to with stories and examples.*

If you have any of the experiences below, highlight them as well, and include them in your resume.

#### TRANSFERABLE EXPERIENCE FACTORS

- |                          |                               |                          |                     |
|--------------------------|-------------------------------|--------------------------|---------------------|
| <input type="checkbox"/> | Achievements in international | <input type="checkbox"/> | Acquired operations |
|--------------------------|-------------------------------|--------------------------|---------------------|

- |                          |  |                          |                                     |
|--------------------------|--|--------------------------|-------------------------------------|
| <input type="checkbox"/> | Aggressively managed new inventories     | <input type="checkbox"/> | Entrepreneurial experience          |
| <input type="checkbox"/> | Applied leading-edge technologies        | <input type="checkbox"/> | Established new standards           |
| <input type="checkbox"/> | Authored major business plans            | <input type="checkbox"/> | Experience with market leader       |
| <input type="checkbox"/> | Avoided chapter 11 filings               | <input type="checkbox"/> | Experienced at change management    |
| <input type="checkbox"/> | Built cross functional teams             | <input type="checkbox"/> | Experienced at cost control         |
| <input type="checkbox"/> | Built loyal teams                        | <input type="checkbox"/> | Experienced in growth firms         |
| <input type="checkbox"/> | Built self-sustaining teams              | <input type="checkbox"/> | Experienced w/ regulatory agencies  |
| <input type="checkbox"/> | Built strong marketing alliances         | <input type="checkbox"/> | Formulated top policies             |
| <input type="checkbox"/> | Built strong technical alliances         | <input type="checkbox"/> | Fortune 1000 experience             |
| <input type="checkbox"/> | Chaired civic or social organizations    | <input type="checkbox"/> | Handled strategic planning          |
| <input type="checkbox"/> | Chaired multifunctional teams            | <input type="checkbox"/> | Have had P&L responsibility         |
| <input type="checkbox"/> | Closed millions in consumer sales        | <input type="checkbox"/> | Helped clients grow revenues        |
| <input type="checkbox"/> | Closed millions in corporate business    | <input type="checkbox"/> | High tech experience                |
| <input type="checkbox"/> | Closed under-performing operations       | <input type="checkbox"/> | Implemented sweeping changes        |
| <input type="checkbox"/> | Coached winning teams                    | <input type="checkbox"/> | Improved customer relations         |
| <input type="checkbox"/> | Conceived innovative promotions          | <input type="checkbox"/> | Improved productivity               |
| <input type="checkbox"/> | Conducted major seminars and conferences | <input type="checkbox"/> | Improved sales / profits            |
| <input type="checkbox"/> | Consulting firm experience               | <input type="checkbox"/> | Increased shareholder value         |
| <input type="checkbox"/> | Corporate officer level achievements     | <input type="checkbox"/> | Installed superior controls         |
| <input type="checkbox"/> | Designed efficient systems               | <input type="checkbox"/> | Integrated new technologies         |
| <input type="checkbox"/> | Developed strategic alliances            | <input type="checkbox"/> | Joint venture experience            |
| <input type="checkbox"/> | Developed new systems                    | <input type="checkbox"/> | Large material responsibilities     |
| <input type="checkbox"/> | Directed diversification                 | <input type="checkbox"/> | Led major expansion                 |
| <input type="checkbox"/> | Directed startup                         | <input type="checkbox"/> | Long range planning experience      |
| <input type="checkbox"/> | Division officer level achievements      | <input type="checkbox"/> | Made go / no-go decisions           |
| <input type="checkbox"/> | Enhanced corporate image                 | <input type="checkbox"/> | Managed a large downsizing          |
|                          |  | <input type="checkbox"/> | Managed a lot of people             |
|                          |  | <input type="checkbox"/> | Managed a successful operation      |
|                          |  | <input type="checkbox"/> | Managed complex operations          |
|                          |  | <input type="checkbox"/> | Managed large budgets               |
|                          |  | <input type="checkbox"/> | Managed large investment portfolios |

- |                          |   |                          |                                  |
|--------------------------|---|--------------------------|----------------------------------|
| <input type="checkbox"/> | Managed rapid growth                    | <input type="checkbox"/> | Reorganized and revitalized      |
| <input type="checkbox"/> | Managed succession planning             | <input type="checkbox"/> | Restructured debt                |
| <input type="checkbox"/> | Manufacturing experience                | <input type="checkbox"/> | Revamped operations              |
| <input type="checkbox"/> | Minimized liability exposure            | <input type="checkbox"/> | Revamped supply chain            |
| <input type="checkbox"/> | Minimized litigation                    | <input type="checkbox"/> | Salvaged unprofitable operations |
| <input type="checkbox"/> | Modernized manufacturing                | <input type="checkbox"/> | Served on civic boards           |
| <input type="checkbox"/> | Multi-plant experience                  | <input type="checkbox"/> | Served on corporate boards       |
| <input type="checkbox"/> | Multi-product / multi-market experience | <input type="checkbox"/> | Served on key committees         |
| <input type="checkbox"/> | Large company experience                | <input type="checkbox"/> | Served on nonprofit boards       |
| <input type="checkbox"/> | Negotiated foreign contracts            | <input type="checkbox"/> | Service firm experience          |
| <input type="checkbox"/> | Negotiated mergers or acquisitions      | <input type="checkbox"/> | Skilled at crisis management     |
| <input type="checkbox"/> | Negotiated major deals                  | <input type="checkbox"/> | Skilled at outsourcing           |
| <input type="checkbox"/> | Nonprofit experience                    | <input type="checkbox"/> | Sold off undesirable properties  |
| <input type="checkbox"/> | Opened new markets                      | <input type="checkbox"/> | Started prototype operations     |
| <input type="checkbox"/> | Opened new plants                       | <input type="checkbox"/> | Streamlined processes            |
| <input type="checkbox"/> | Orchestrated major change               | <input type="checkbox"/> | Substantial line experience      |
| <input type="checkbox"/> | Overhauled ineffective methods          | <input type="checkbox"/> | Substantial staff experience     |
| <input type="checkbox"/> | Overhauled vendor relationships         | <input type="checkbox"/> | Substantial startup experience   |
| <input type="checkbox"/> | Participated in a breakthrough          | <input type="checkbox"/> | Succeeded in declining market    |
| <input type="checkbox"/> | Patent / invention holder               | <input type="checkbox"/> | Succeeded where others failed    |
| <input type="checkbox"/> | Planned fundraising programs            | <input type="checkbox"/> | Ten+ years experience            |
| <input type="checkbox"/> | Private company experience              | <input type="checkbox"/> | Top management experience        |
| <input type="checkbox"/> | Procured major funds, grants            | <input type="checkbox"/> | Turned around operations         |
| <input type="checkbox"/> | Project management experience           | <input type="checkbox"/> | Twenty+ years experience         |
| <input type="checkbox"/> | Public company experience               | <input type="checkbox"/> | Upgraded investor relations      |
| <input type="checkbox"/> | Published author of articles            | <input type="checkbox"/> | Work a 60+ hour week             |
| <input type="checkbox"/> | Published author of books               | <input type="checkbox"/> | Worked closely with top mgmt.    |
| <input type="checkbox"/> | Recapitalized organization              |                          |                                  |
| <input type="checkbox"/> | Recovered tax payments                  |                          |                                  |
| <input type="checkbox"/> | Recruited top performers                |                          |                                  |
| <input type="checkbox"/> | Recruited substantial volunteers        |                          |                                  |
| <input type="checkbox"/> | Re-engineered processes                 |                          |                                  |

And, always keep in mind that an employer wants someone with a track record of either bringing in money to an organization, or saving an organization money, so be prepared with examples of what you've done regarding those two things. If you've done neither, then show what kind of contribution you've made to an organization in your career. For instance, if you have improved a way of doing things, you can speak to the "before" and "after" difference of your improvement.

If creating a perfect resume that gets results is stressing you out, or if you'd like some help, that's what we do! Career Resume Consulting specializes in branding people as the top performers and Rock Stars that they are, so that employers can understand their "story" and will eagerly give them a call to find out more!

Talk with one of our coaches today by calling our offices at (816) 600-2478 or [clicking here](#) to take a brief survey, and one of our team members will contact you the same business day.

I appreciate you taking the time to read through this list – now it's up to you to take action. In my 13 years of experience in the job market, I have found that the #1 success factor in getting a high paying job quickly is taking action in consistently high levels of activity every week. What that means is that your success is in YOUR control – and ***you can do this!***

I wish you the best success in your career search!

Warm Regards,  
Tammy Kabell

[Career Resume Consulting](#)

## Quantifying Your Achievements is Key

### Exercise for building a compelling resume:

- 1) Read through the list of **transferable skills** and **experience factors** and circle or highlight 15-20 of each. Most of them won't apply to you, as this is a universal list for people at all levels and from all backgrounds, but use the ones that you know apply to your experience.
- 2) As a start, list three of them on a separate page.
- 3) For each, think of a specific time where you have used this skill or experience and it resulted in you making a significant contribution or positively affecting your organization's bottom line.
- 4) Write down each achievement and quantify the result. If you are having trouble quantifying the accomplishment, use this simple trick: **take yourself out of the picture, and imagine what that situation would have been like if you had not made your contribution. The quantification of your**



**achievement is literally the difference between you being there or not being there.**

**Other questions you can ask yourself are:**

What am I most proud of in each role (position) I had?

How did I make the job my own? How did I do it differently than anyone else?

How did I make the organization better off when I left than before I started?

How did I affect the Profitability, Efficiency or Productivity? List everything you can think of, and its ultimate impact on the income or the cost savings of the company.

## **Using Your Resume to Build Your Brand**

**Why “build a brand” in the first place?** Well, let’s face it – until an employer gets to know you, you’re nothing but a commodity. Therefore, you need to create for yourself what the marketing industry calls a *Unique Selling Proposition*. In other words, you need to tell an employer why they should call **YOU** instead of the other candidates with just as much or more relevant experience.

***Your USP is your unique combination of skills, strengths, experience and education – it’s this combination that no one else has.***

**Building a brand for yourself is simply a way to control the perception that an employer or recruiter has about you,** based on their first impression, which will probably be your resume. You want to be in control of this perception, because if you aren’t, then you are at the mercy of the reader to connect the dots between what you’ve done in the military and what you can do for them. Many times, these decision makers will not take the time to connect those dots.

**And you need to define your USP in your resume, which is your “30 second commercial” to a potential employer.** Hiring managers easily receive 300-1,000 resumes for every position posted, and well-known companies can receive over

1,000 resumes for each open position! Therefore, it is **imperative** that you set yourself apart.

**In your resume, you should state in no uncertain terms what you can do for an employer.** It's not about what *you* want – “I'm looking for a company that can utilize my strengths and can offer me career potential...” Your summary statement should be all about what you offer *them* – “Having led over 20 people and saved my last organization over \$600K in the last two years, I have a systematic approach to Operational Leadership that works and can affect your bottom line in a matter of months...”

It should be immediately apparent to a potential employer that it would be a safe bet to hire you.

## About the Author

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Tammy Kabell is the founder and CEO of Career Resume Consulting, an executive career firm that is internationally known for helping six figure clients land jobs fast and shave months off their searches. She has been marketing her clients successfully into new careers for over 13 years, giving them both the competence and the confidence to win the position they love and deserve.

She has five years of experience as a Sr. Marketing Director for the largest Executive Career firm in the industry. But Tammy has also been on the other side of the desk, having 18 years of hiring manager experience for both large corporations and small companies.



Tammy is considered a national authority in the hiring industry, having been featured as an expert multiple times in The Wall Street Journal, Bloomberg Businessweek, NBC News, Monster.com, Careerbuilder.com, TheLadders.com and dozens of other online and paper publications. For two years, she served as the resident career search expert

for Talk Radio KCMO 710AM in Kansas City, and hosted a “Monday Job Market Minute” each week on that station.

Currently, she is relied upon as an expert for the Fox Network and dozens of other media outlets.

Serving the greater Kansas City area and worldwide, Tammy lives with her family in Lee’s Summit, MO.

For more information on how Tammy Kabell and her team can help you land your perfect job in weeks and not months and be paid what you’re worth, visit [www.CareerResumeConsulting.com](http://www.CareerResumeConsulting.com) , or call our office at (816) 600-2478. For a quicker response, you can [click here](#) to take our survey, and one of our team members will get back with you soon.