

**SKILLS MATRIX**

The job search process mirrors that of a marketing campaign. The first step is to identify the customer and what he or she wants. After determining what the customer, or in this case, the employer wants you must determine whether and how you can meet their wants and needs.

**Step #1:** Find a job description in the area for which you are seeking your degree. For example: brand management, human resource generalist, real estate analyst, etc. Circle both the skills outlined in the job description and those that the employer notes they are seeking.

**Step #2:** List other skills which you are good at doing that may not be listed in the above reference job description. For example, the job description you have chosen may not mention negotiation skills but that is a skill in which you know you excel. Make sure the skills you list here are not only those in which you excel but also enjoy.

**Step #3:** Gather documentation that would support your success in any of the skills on the list such as performance appraisals, awards, letters of recommendation, class projects, etc.

**Step #4:** Build the matrix. Note that this matrix will grow throughout your academic and professional career and will benefit you through the job search process as well as career management success. In the job search process, this matrix will help you in targeting your resume to meet the needs of the job in which you are applying, writing a cover letter, interviewing, and networking.

**Points to note:**

- You may have multiple examples or only one example for each skill base.
- Think along the lines of how you purchase products or services. You want to know what something does, how, why, and the results. Those are all needed to close the sell of a product or service which is no different as you search for a job.
- Quantify whenever you can. How many? How much? Dollars? Percentages?

<b>Skill</b>	<b>What</b> did you do? <i>(the task)</i>	<b>How</b> did you do it? <i>(the method)</i>	<b>Why</b> did you do it? <i>(the purpose or the value you brought)</i>	What were the <b>results</b> ? <i>(positive outcome)</i>
Negotiation	Negotiated t-shirt price	Compared competitor prices, communicated price difference to company of choice	Save organization money	35% savings which totaled \$2,800.
Negotiation				
Oral Comm.				
Oral Comm.				
Leadership				
Leadership				

**Skills:**

- |                        |                    |                 |                 |
|------------------------|--------------------|-----------------|-----------------|
| Problem Solving        | Leadership         | Goal Oriented   | Detail Oriented |
| Written Communications | Creativity         | Multi-tasking   | Analytical      |
| Oral Communications    | Strategic Thinking | Time Management | Delegating      |
| Negotiation            | Organizational     |                 |                 |