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NEW YORK
STATE OF
OPPORTUNITY..

Department
of Labor

VIRTUAL TRANSFERABLE SKILLS WORKSHOP

WHAT ARE TRANSFERABLE SKILLS?

- Skills people possess that are useful to employers across various jobs and industries
- Transferable skills include hard and soft skills:
 - *Hard Skills/Technical Skills* are talents and abilities that can be measured. They are learned abilities acquired and enhanced through practice, repetition, education and specialized training
 - *Soft Skills/People Skills* are personal attributes that enable a person to interact effectively and harmoniously with others

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WHY ARE TRANSFERABLE SKILLS IMPORTANT?



- Identifying your transferable skills will make you more marketable
 - Job description
 - Returning to similar type of job
 - Seeking a career change or promotion

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POLL QUESTION

On average, how many jobs do you think a person has in their lifetime?

A. 5

B. 12

C. 21

D. 35

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GOALS OF THIS WORKSHOP

By the end of this workshop, you will be able to:

- Identify your transferable skills using brainstorming activities
- Connect key words associated with your transferable skills
- Access key electronic resources to help you continue to identify and promote your transferable skills

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IDENTIFYING TRANSFERABLE SKILLS THROUGH BRAINSTORMING

1. Communication skills
2. Interpersonal skills
3. Teamwork skills
4. Leadership skills
5. Computer/Technology skills



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COMMUNICATION SKILLS

- Public speaking
- Writing
- Email communication
- Phone or other virtual skills



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INTERPERSONAL SKILLS



Sometimes referred to as *soft skills* or *people skills*

- Reliability
- Customer Service
- Empathy
- Personability
- Compassion
- Responsiveness

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TEAMWORK SKILLS

- Collaboration
- Facilitation
- Schedule activities or events
- Open to suggestions



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LEADERSHIP SKILLS



- Goal and results oriented
- Lead by example
- Step up
- Self motivated

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COMPUTER/TECHNOLOGY SKILLS

- Ran a ZOOM meeting
- Provided key information virtually
- Performed some type of virtual learning
- Performed new computer activities you would not have used a computer for in the past
- Online banking, bill paying, another personal task performed remotely
- Used Facetime, Instagram, Twitter
- Used LinkedIn or other job seeking applications
- Researched employers or other information online

APPLICANT TRACKING SYSTEMS (ATS)

- An applicant tracking system (ATS) helps companies organize candidates for hiring and recruitment purposes
- The best ATS software uses the latest technology such as natural language processing and artificial intelligence, to screen and sort candidates' resumes. These systems scan resumes, look for keyword matches, and use other algorithms for data analysis to shrink the pool of "qualified" candidates and prioritize and decide who to contact
- ATS has become so prevalent that all job seekers need to understand how ATS impacts the job search
- ATS is used by job search sites, employers, recruiters and others
- Once you identify your transferable skills, phrases, and key words associated with your skills, you will be able to utilize ATS to your benefit

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STAR – SITUATION, TASK, ACTION, RESULT

When you brainstorm your transferable skills, keep in mind that you want to be able to concisely explain how you exhibited these skills. One technique to help you think about how you performed this skill is the STAR method:

- S – The situation at the time
- T – The task you had to accomplish
- A – The action you took
- R – How you met the goal—Results, Results, Results!

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CAR – CONTEXT, ACTION, RESULT

The CAR acronym could be an easier technique to trigger your thought process

Provide the:

- Context
- Action
- Result

“Past results are the best indicator of future results”

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Proof by Example

How to Demonstrate Your Skills More Effectively

Start Here

Give Specific Examples

You should be able to identify specific and concrete examples of actually doing what you say you can do. If you said, "I am a hard worker", come up with three different instances when you performed that "hard work." Examples can come from your life, work or educational experiences. Naturally, a work example is best followed by education & training. People remember stories and details more than empty statements. Giving an example is like telling a story and that's a memorable way of marketing your skills.

Give Details

Anytime you give an example include the details: who, what, where, when, why and how. This will help you tell a more complete story about your skills.

Add Numbers

Whenever you give an example you want to try to use numbers. Employers can use the number to compare you with your competition. Instead of saying, "I loaded a lot of trucks." Say: "I loaded 12 tons of produce onto 6 trucks in less than three hours." Instead of saying, "I did some work as a supervisor." Add more details. Say, "I was responsible for 6 people, 2 out of every 5 working days."

Show Results

Nobody cares what you did...if the results of your action didn't turn out to be positive. When you are trying to determine your result, you need to take two thoughts into consideration.

- Make sure that you try to use numbers when telling the interviewer about your positive results.
- Know how you measured your results. In other words, how do you know the result was a good one?

Connect the Dots

You want to tell the interviewer how the skills you used in your example match the skills needed for the job you are interviewing for. Just because you used a skill to do something doesn't guarantee that the employer will how your example fits into what they want or need. Most employers aren't good at mind reading. If you want them to know something – tell them.

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POLL QUESTION

What's next for you?

- A. Career you are passionate about
- B. Bridge job
- C. Anything right now
- D. Upward mobility:
 - Supervisory
 - Jr Management
 - Sr Management
- E. Self-Employment
- F. Uncertainty

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ONLINE RESOURCES

O*Net Online <http://www.onetonline.org>

Learn about different occupations. The site provides job descriptions, tasks and skills lists.

Occupational Outlook Handbook <https://www.bls.gov/ooh/>

This site has a collection of job descriptions and information about the education needed to obtain a job. It's a great tool to help you identify and list the tasks and skills from your last job.

My Skills My Future www.myskillsmyfuture.org

Find new career options based on the skills and experience you gained in a past job. The site also features salary data, job listings, training programs and other useful tools to help find out what skills you need to obtain the job you want.

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ONLINE RESOURCES

My next move www.mynextmove.org

This site is designed to help you decide what career is right for you and to help you find a job that you will enjoy. There is also an interest assessment available to help you match your interests to a potential job!

Career One Stop: Sponsored by the United States Department of Labor <http://careeronestop.org/>

Here you will find information about resumes, cover letters, interviews and occupations. You will also find the locations of local One Stops around the nation.

LinkedIn Learning <https://www.linkedin.com/learning/learning-linkedin-2021?replacementOf=learning-linkedin-2017>

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CAREER CENTER SERVICES

- Request Virtual Career Center Access & Appointment
<https://dol.ny.gov/virtual-career-center>
- Calendar of events: <https://dol.ny.gov/career-development>
- Chat with PERKINS BOT
<https://dol.ny.gov/> (Look for the chat box on lower right hand corner)

Hi! I'm Perkins, the UI Bot. ✕
Click me for assistance.



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EXAMPLES OF MARKETING TRANSFERABLE SKILLS

Systems Analyst to Project Manager in Education

My extensive experience analyzing user requirements and developing procedures for all departments resulted in improved computer systems throughout my organization. Maintaining detailed reports, collaborating with the management team, and determining support necessary for successful project completion would directly contribute to your Project Manager position.

Server Applying for an Entry-Level Marketing Position

I have employed marketing and customer service skills in the restaurant field. In my most recent position, I marketed appetizers, desserts, and other add-ons to customers and added value to their dining experience. I would like to apply the same sales and interpersonal skills in the marketing position that you have vacant.

Stay-At-Parent Seeking Position as Management Trainee

As a parent of three active youngsters, I certainly know the importance of good time management and organization. I have gained those skills, along with exemplary leadership and communication talents that would contribute to our mutual success when I join your management training program.

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EXAMPLES OF MARKETING TRANSFERABLE SKILLS

Retail Associate Applying for Teacher Aid Position

As a Sales Associate in a retail store, I successfully handled customer's needs every day. To succeed, I had to be a patient and diplomatic problem-solver. Because the same kinds of patience and creative problem-solving are required from teachers, I am confident I will be an effective third grade teacher aid at your school.

Telemarketer Seeking Position in Hotel Management

My work as a telemarketer required me to communicate with a diverse array of people, some of whom represented difficult challenges. I refined my communication skills to the point where I was nearly always able to smooth ruffled feathers, solve problems, and provide satisfaction to customers. These are exactly the skills that are vital to effective hotel management, and I am eager to apply my talents at your hotel.

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WHERE & HOW TO MARKET THESE SKILLS

- Resume
- Cover Letter
- During the Interview
- Key: Emphasis should be placed on how you fit that particular job. Make it easier for employers to identify you as the ideal candidate for the position

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**TRANSFERABLE SKILLS IN THE
CANNABIS INDUSTRY**

CURIOUS ABOUT WORKING IN THE CANNABIS INDUSTRY?

- The legal adult-use cannabis program in New York State is expected to create thousands of new jobs
- There are a variety of career paths along the seed-to-scale lifecycle of cannabis and many transferrable skills are applicable to jobs in this emerging market

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JOBS WITHIN THE EMERGING MARKET

- Cultivation
- Nursery
- Extraction
- Manufacturing/Infusion
- Retail Dispensing
- Distribution
- On-Site Consumption
- Delivery
- Testing Laboratories
- Management/Support/Infrastructure

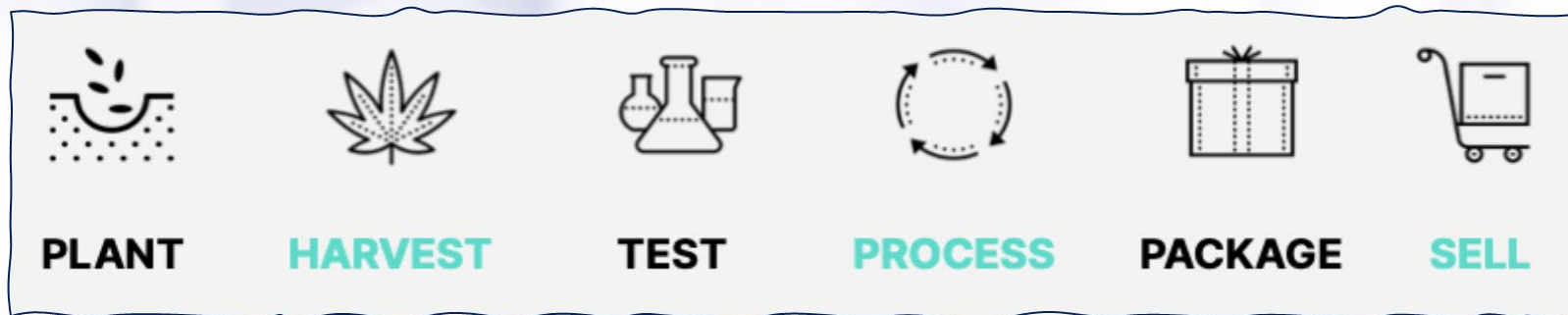
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SKILLS NEEDED IN THE CANNABIS INDUSTRY

The most important skills across many cannabis industry jobs include:

- Attention to detail
- Basic math skills
- Adaptability
- Time management
- Strong communication skills
- Able to work with hands
- Basic computer use/computer literacy
- Positive attitude



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TRANSFERABLE SKILLS = JOB OPPORTUNITIES

- **Experience as a barista/bartender/server?**
You could start as an entry-level bud tender.
- **Experience working in a nursery or on a farm?**
You could start as an entry-level trimmer/cultivator/harvester.
- **Experience working in manufacturing?**
You could start as an entry-level Packager/Production/Technician/Production Assistant.
- **Experience as a med/lab tech?**
You could start in an entry-level position in processing/lab testing (third party).
- **Experience working as a restaurant/retail/warehouse/operations manager?**
You could transfer into management in the Cannabis industry.

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TRANSFERABLE SKILLS FROM THE LEGACY MARKET

Job seekers with experience in the cannabis market during prohibition can maximize their cover letter and resume to reflect the knowledge and skills that will appeal to positions in the regulated market without disclosing they were active before legalization.

Cannabis-specific skillsets are centered around:

- Familiarity with gardening or growing/processing/selling
- Knowledge of strains and products
- Awareness of rules and regulations
- Cost accounting experience
- Sales and marketing skills
- Adaptability and Ambition

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FOCUS ON WHAT YOU CAN BRING TO THE TABLE

Show your potential employer what they're missing by not hiring you...not what you're missing by being new to the industry.

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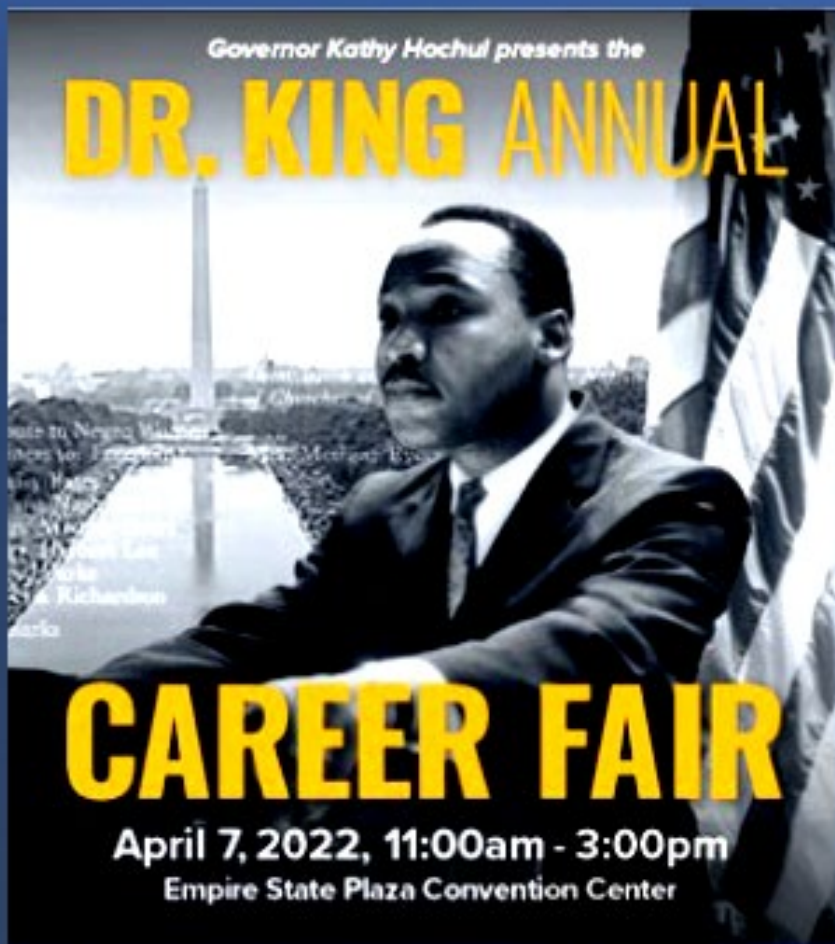
**Department
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**CANNABIS EDUCATION AND EMPLOYMENT
DEVELOPMENT (CEED)**

CEED@labor.ny.gov

Governor Kathy Hochul presents the

DR. KING ANNUAL



CAREER FAIR

April 7, 2022, 11:00am - 3:00pm
Empire State Plaza Convention Center

For more information, please call the New York State Department of Labor.

1-888-4-NYS-DOL - www.labor.ny.gov

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The State of New York is an Equal Opportunity Employer Program. Auxiliary aids and services are available upon request to individuals with disabilities.

Virtual Workshops!

Take Advantage of our Virtual Workshops Before the Event:

- March 14 - Transferable Skills
- March 21 - Resume Development
- March 28 - Interviewing Techniques
- April 4 - What to Expect at the 2022

Dr. King Career Fair

All virtual workshops begin at 10:00 am.