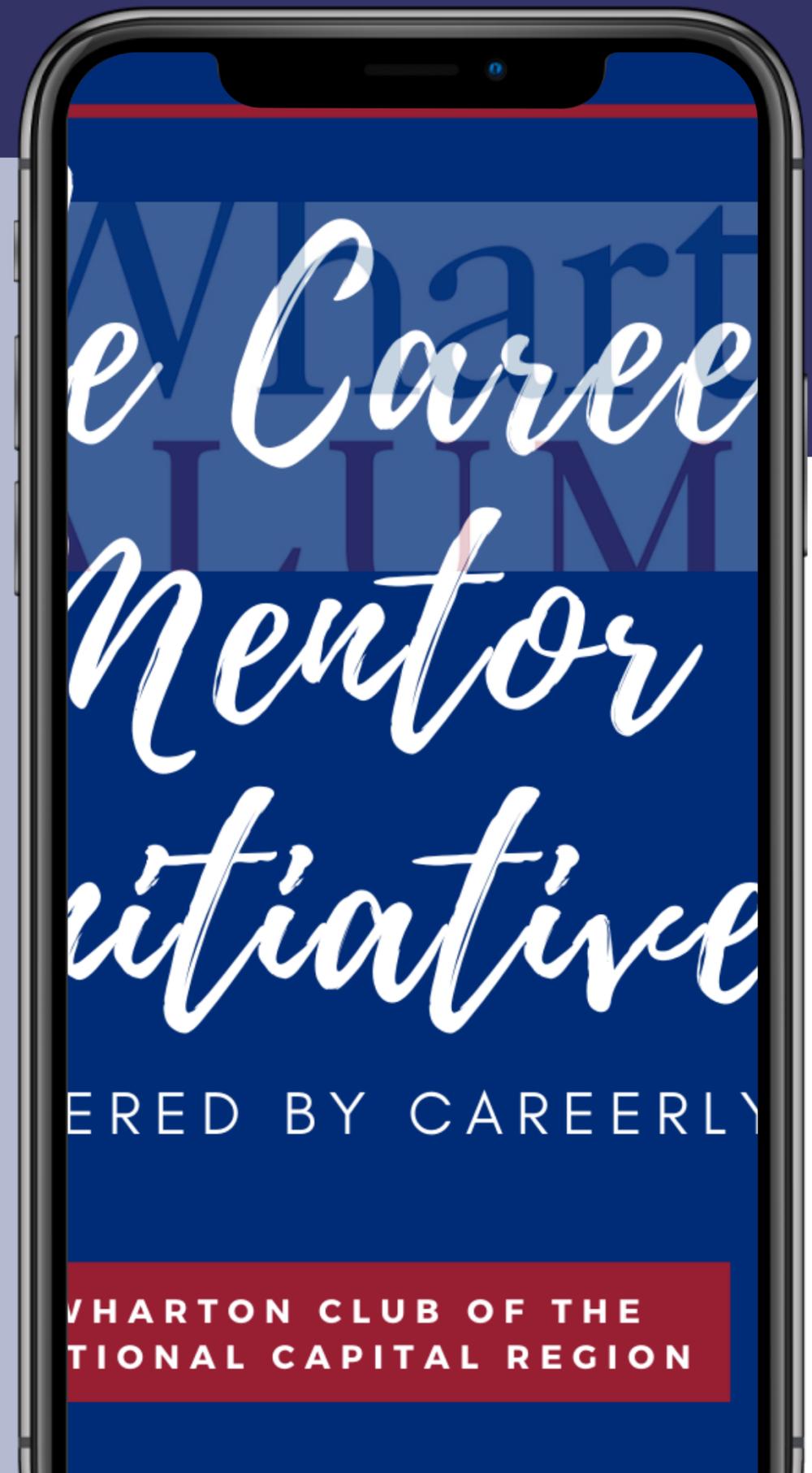


MAY 5TH, 2021

Core Competencies, Skills, and Abilities

→ Interpret these categories correctly
and improve your job search success.





What's The Big Deal?

Ok, let's start with whether you can tell the difference!

What are skills versus competencies? What about natural abilities or innate talents?



Allows You To:

01

Review job/ project descriptions effectively, so that you can **accurately pinpoint what is required to do well in the role**

02

Tailor every word – resume, cover letters, and interview answers – to highlight your skills, competencies, and abilities in a way that will **persuade the employer/ client to choose you**

03

Understand any gaps and "upskill" if required; more relevant in times of major upheaval in the job market, such as now.



Allows you to successfully:



Review job/ project descriptions more effectively

Then you can accurately pinpoint what's required to do well in the role.



Tailor every word in resumes and at interview

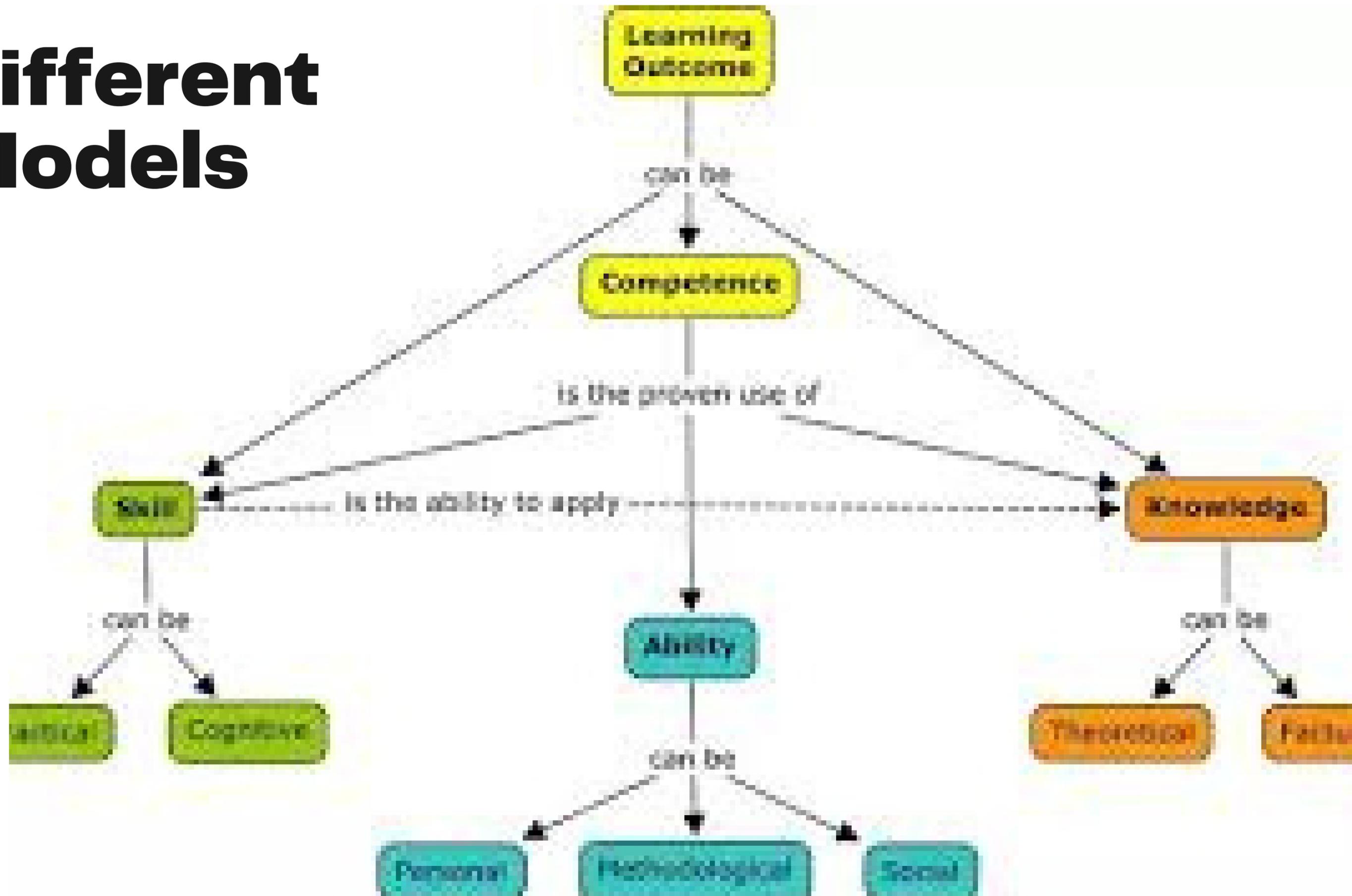
Highlight your skills, competencies, and abilities in a way that will persuade the counterpart to choose you.



Understand any gaps and "upskill"

Especially relevant in times of major upheaval in the job market, such as now.

Different Models





Competency



Skill



Skills

- Based on expertise
- Universal meaning
- Transferable across roles
- Tracking inputs that lead to specific business outcomes

Competencies

- Based on behavior
- Contextual meaning
- Aspirational within a given role
- Mixing together knowledge, skills, actions, and attitudes



A Simpler Model



LEARNED SKILLS



Skills are taught and learned.
Anyone can learn them. Usually by taking classes, doing a degree, or repeated practice, i.e. experience.
They are specific and contained.

CORE COMPETENCIES



Are broader, and contextual
Typically developed over long periods of time and can change
Key differentiator between you and others in your career

NATURAL ABILITIES



Innate talents
Natural tendencies
Not much you can do – but knowing what they truly are and leveraging them is a great advantage.



Learnt Skills

Are specific, quantifiable, and standardized

They create a base structure. But can be limiting and short-sighted when companies and individuals prioritize learned skills over all else.



Careerly's **SIX** Core Skill Areas

ANALYTICAL



Logical reasoning
Use of evidence and examples
Data-related skills
Analytics – customer insights

BASIC TECH



Online meetings
Team collaboration tools
Using mobile Apps
Managing multiple devices, working on the cloud.

BASIC BUSINESS



Finance and accounting
Operations / project management
Marketing / brand building
Sales / customer acquisition

Careerly's **SIX** Core Skill Areas

CREATE OR IMPROVE



Entrepreneurial skills
Improving processes
Content creation

SPEAK AND WRITE CLEARLY



Product Design
Product Engineering
Programming languages

MAKE IT LOOK GOOD



Design / use design tools
Brand management
Visual presentation: an eye for
aesthetics and color



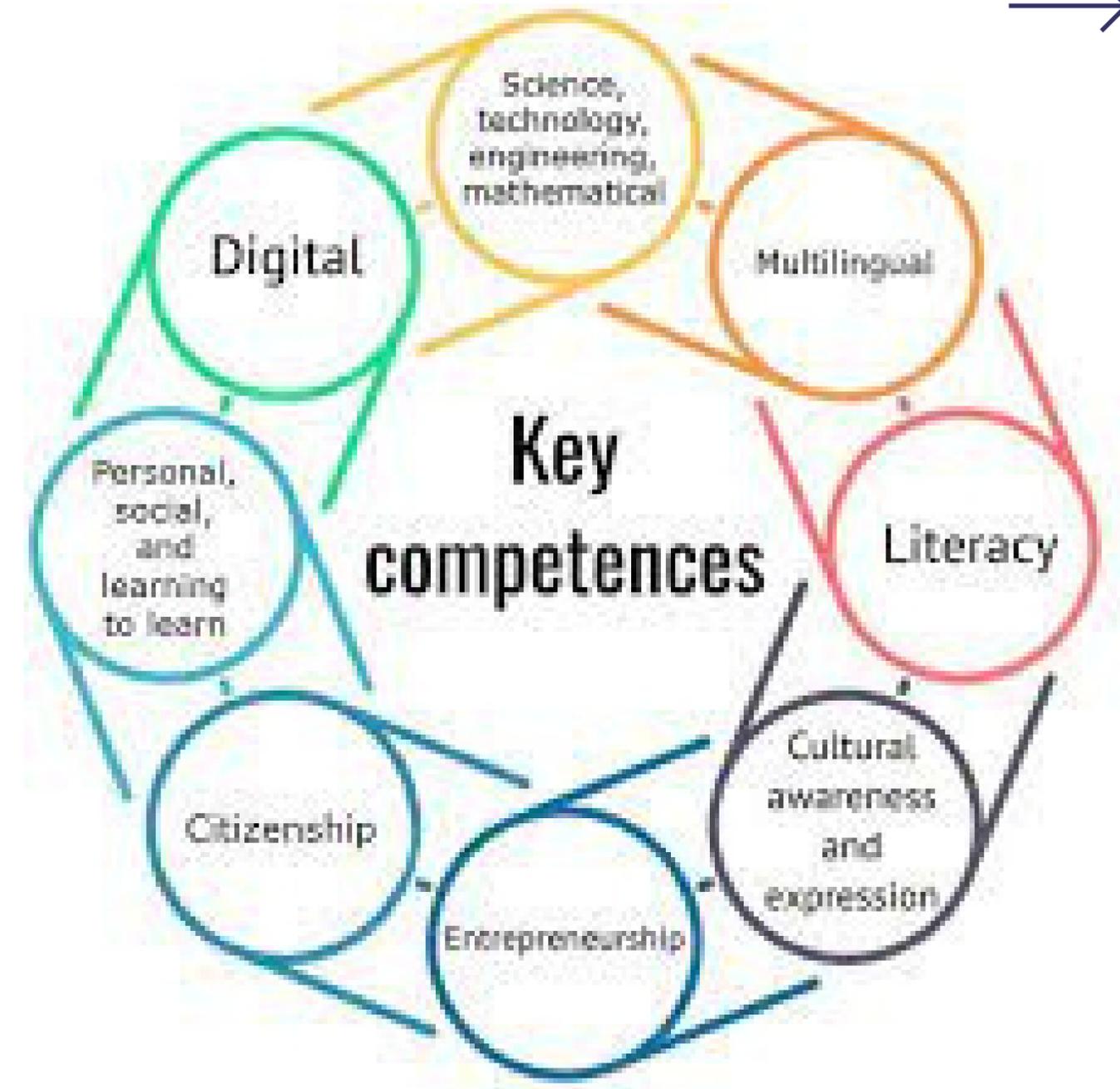
Core Competencies

Are resources and capabilities

They comprise the strategic advantage you have in the marketplace. For example, analytical abilities, creative problem solving, public speaking.



Core Competencies



Careerly's **FIVE** Competencies

For a Post-Pandemic
World.

01

Critical thinking

02

Creativity

03

Cultural Competence

04

Self-Management

04

Adaptability





Most important in the current climate

01

Cultural competency

Not just the US frame of race and diversity. The world is increasingly multi-polar- by numbers and by values.

What's key: global mindset, languages, respect for different cultural norms.

02

Adaptability / quick pivoting

Accept what's changed, make peace with the New Normal (not so new anymore). It's neither good nor bad: just "different"

What's key: the ability to pivot toward big thematic shifts. Being flexible and open-minded.



Natural Abilities

These are innate talents, natural inclinations, tendencies

We interpret the concept in a way that's a little more meta than in the models discussed earlier. They really do have to be **natural** and not simply an ability you perfected over time with practice.



The Two Tests



01

02

AS A CHILD (2 - 5 YRS)

What were you like? What did you naturally embrace or recoil from as a child – think earliest years.

IN THE PRESENT

When you lose track of time, when you're fully absorbed and happy, what are you most likely doing?

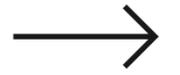


Let's Do Them!

What have we got?

Audience participation /
Discussion and report back





Crafting a new narrative.

Now put everything together and re-mold: skills, competencies, and natural abilities.

Write to suit your new purpose, meet the needs of your audience(s), and highlight the demands of the times we are living in.

How this works on a resume

"Led a team of 5 in launching a go-to market strategy in India, which increased sales by 20%"



Each bullet addresses a skill, competency, or talent



See [here](#) for the methodology



Use the A -> R Formula
Action -> Result



See [here](#) for 500+ examples of bullet points covering all types of jobs



Always quantify the Result: this is your measurable impact/value-add



How This Works at Interview



Competency-based or Behavioral Questions

Go to [Careerly YouTube](#)

Choose: Behavioral Questions Playlist



QUESTIONS?

Thank you for your participation!

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