Self Knowledge Tools: Enhance Your Competitive Edge

Walden University Career Services Center
Develop Your Career Success

Experience

Story

People

Dr. Herminia Ibarra is not affiliated with Walden University, nor does she sponsor or endorse Walden University products or services.
Learning Objectives

• Discuss the benefits of self-assessment

• Explore various assessment tools

• Identify ways to maximize your assessment results, and communicate your strengths to potential employers
Benefits of Self Assessment

- Validate
- Motivate
- Builds Confidence
- Articulate Strengths
- Identify Gaps
Skills Employers Seek

- Leadership Experience
- Global Mindset
- Adaptable/Resilient

(Berdan, 2011) (Meglio, 2013)
Skills Continued

Critical Thinking

Innovation

Communication

(Berdan, 2011)  (Meglio, 2013)
Overview of Self-Assessments

- MBTI
- Keirsey

Personality

- SII
- Reflective Questions

Interests

- Values Checklist
- Story Exercise

Values

- SkillScan
- StrengthsFinder
- SWOT

Skills & Strengths
Transferable Skills Apply in All Professions

http://www.quintcareers.com/job_skills_values.html
Yates, p. 8, 2011
SWOT Analysis

- Framework to evaluate your
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
## SWOT Matrix

<table>
<thead>
<tr>
<th>Your Strengths</th>
<th>Your Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills, education, training, network, experience, values, technical skills, transferable skills, personal characteristics, etc.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities in Career Field</th>
<th>Threats in Career Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job availability, trends in the field, competition, advancement, education, volunteering, networking, researching, publishing, leadership positions, etc.</td>
<td></td>
</tr>
</tbody>
</table>

### SWOT Example: MBA Student Seeking Management Position

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
</table>
| • MBA in progress at Walden  
  • International connections in network  
  • Time management  
  • Virtual experience  
  • Active LinkedIn network | • Lacking formal supervisory experience  
  • Unemployed for 6+ months |

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
</table>
| • Seek out volunteer positions  
  • Join Toastmasters  
  • Join and engage in an association  
  • Obtain a mentor | • Lack of job opportunities in my area  
  • Competition from others more qualified |
SkillScan and StrengthsFinder 2.0

- An intuitive-based online skills assessment which helps you to discover your top transferable skills
- Identifies key skill areas needing development
- Provides you with key skill vocabulary essential for selling your strengths on your career documents

- Online assessment that identifies your top 5 strengths
- Provides dozens of strategies to put your strengths to work for you
Maximize Your Results: Leadership

- Chair a committee
- Lead a team project
Maximize Your Results: Communication

Communication: Public Speaking

- Join Toastmasters
- Deliver a brownbag session at work
Maximize Your Results: Adaptability

Analytical/Critical Thinking

- Analyze data for key decision-making
- Help bring structure to ideas presented
Communicate and Showcase Your Strengths

- Resume
  - Branded profile section
- LinkedIn
  - Headline
  - Summary section
- Elevator pitch
  - 30 second introduction
- Interviewing
  - Tell your story
References


Final Thought

“You are more likely to succeed in life if you use your talents to their fullest extent. Similarly, you’ll suffer fewer problems if you know what your weaknesses are, and if you manage these weaknesses so that they don’t matter in the work you do.”—Mind Tools