

CORE SKILLS

Look at the list above. Think about 3 skills where you are the most competent, enjoy doing, and you have at least 1-2 solid examples of how you demonstrated that skill. These are your 3 Core Skills. These 3 skills are an integral part of how you define your abilities for a job and will be used when you introduce yourself.

1.

2.

3.

Step 3: Watch: Tell Your Skill Stories Video

Step 4: Complete Pages 3 & 4 of Workbook

TELL YOUR SKILL STORY

Your **Core Skills** need to be shared in a compelling way. The following is a structure for how to talk about your skills.

Every Skill Story should include the following elements:

- Summary of position
- What you were tasked with
- The problem/challenge you faced
- How you solved it
- What you accomplished/learned from the experience

Quantify your results as much as possible, such as: quantity, time, money, percentage improvement, contribution to sales, etc.

SKILL STORY EXAMPLES

Use the following examples as a framework to explain your Core Skills and show how you have demonstrated your competence in these skills.

Skill 1: Analytical

Summary: Intern at Data Security company

Tasked with:

Analyzing data from Salesforce.com to target potential clients and see if the prospect fits our target criteria

Problem/Challenge:

The challenge I faced was that this data had not been reviewed or analyzed before. The sales team needed qualified and accurate information.

How you solved it:

I used my research and analytical skills to create a qualified list of 300 targeted prospects each month to send sales promotions. I targeted new clients using demographic, geographic and spending habits to research and analyze the right contacts.

What you accomplished/learned – how did you help the business/group/project?

As a result of my efforts, the company was able to target 1000 new potential prospects that had not yet been approached.

Skill 2: Digital Marketing

Summary: Senior Year I was a Research Assistant in my University Psychology lab.

Tasked With: Developing and managing the social media content for a psychology website for one of our programs.

Challenged/Problem: The challenge was that we needed to market and grow the website through the use of social media

How I Solved It: I researched the historical social media posts for this site. I learned how to post effective campaigns digital media platforms like Facebook, Twitter, and Instagram. I looked at competitor posts to see how they engaged with clients.

Accomplished: As a result, using my digital marketing skills, I created 48 posts with original content on each platform (Facebook, Twitter, Instagram). I was able to increase followers by 35% and website visits by 75%. I am confident I can use these skills to create original content and increase your digital media presence.

SKILL STORY TEMPLATE

Complete the Skill Story below for one of your CORE SKILLS.

Skill:
Summary:
Tasked with:
Problem/Challenge:
How you solved it:
What you accomplished/learned – how did you help the business/group/project?

Step 5: Set up a FREE Loom Account at www.loom.com. Create a video voice recording of your Skill Story on Loom. Make sure to practice to send us your best submission.

Step 6: Submit your Completed Workbook and Video Recording.

[SUBMIT YOUR RESPONSES HERE>>](#)

A Next Great Step® Advisor will provide customized feedback within the next 48 business hours. Questions?? coaches@nextgreatstep.com