

TalentNEO

USING WORKKEYS SCORES TO MARKET YOURSELF TO EMPLOYERS

(BY DR. KIM BEYER, TALENTNEO NAVIGATOR)

Marketing yourself to employers is a critical step in the job search process. Your communication skills, dress or appearance, and behaviors are all on display and are essential aspects to being an effective job seeker. The job market is competitive and employers receive hundreds of applications for open positions. As a jobseeker, it is important for you to find a way to make yourself stand out among the other applicants. What will you do to convince employers that you have the skills and knowledge to help them move forward toward reaching their goals or initiatives?

The product that you want to sell to an employer is YOU! A step in the right direction often starts with believing in yourself and believing that you have the right applicable skills and abilities, personality, aptitude, education, training, and/or work experience(s) to be able to do the work that is essential for the growing needs of the employer.

A job search campaign is time consuming and requires several steps along the way. One necessary step in setting yourself apart from other candidates is to have a marketable resume. Granted, having a great resume doesn't get you the job, but it does get your foot in the door for an interview, which can lead you to getting the job. Your resume should tout your skills, abilities, unique talents, achievements, and your capabilities; don't just merely focus on job responsibilities. Show results and speak to your relevant skills, abilities, training, and experiences.

ACT WorkKeys assessments measure workplace skills needed across most jobs. Skill levels are used by employers to predict a jobseeker's ability to successfully do the jobs that they have open. The three ACT WorkKeys cognitive assessments* (Reading for Information, Locating Information, and Applied Mathematics) have been identified as important for success in a broad range of jobs, making them essential foundational skills for career readiness.

As a jobseeker, if you have completed the WorkKeys assessments, begin to think about how you can best use your test scores to your advantage in marketing yourself to employers. How can you share your scores with employers in your cover letters, on your resume, in your interviews? As a jobseeker, you want to share your story about YOU and show employers that you have necessary, competitive skills that will help to meet their needs. Don't be afraid to shine and share what's unique about YOU—let employers know about your work experiences, leadership traits, communication skills, technical skills, education, training, or whatever you deem is important for an employer to know.

WorkKeys are recognized by employers as essential for workplace success and career advancement. Showcasing your skills scores throughout your marketing campaign is a step in the right direction and may just land you an interview so that you can obtain the job that you desire.

If you've completed WorkKeys, you have already taken a step in the right direction; now it's up to you to take the next step and develop an effective marketing campaign that will allow you to be recognized as a talented jobseeker and potential employee. Should you wish to engage in further conversation on how to best market yourself using your WorkKeys scores, please contact TalentNEO Navigator, Kim Beyer, at kim.beyer@summitomj.org or 330.630.4633 to schedule an appointment during her office hours (W/TH: 12:30-4:30 or F: 9:00-1:00).

*In October of 2017 ACT implemented a number of updates to the WorkKeys assessments. While the assessments used by TalentNEO continue to measure the same foundational skills the tests have been renamed: Applied Math (formerly Applied Mathematics), Graphic Literacy (formerly Locating Information), and Workplace Documents (formerly Reading for Information).