



Part 3: **MARKETING YOU**

"Learning by doing" is the principle on which 4-H is founded. As you take part in 4-H and other activities, you gain knowledge and skills in your areas of interest. Many of these skills are transferable. A transferable skill is one you can use to help you reach other goals such as:



- getting a job
- applying to college
- winning a scholarship
- being selected to attend national 4-H opportunities

Pinning down and describing your skills and accomplishments may take some time and thought, but the effort will be worth it.

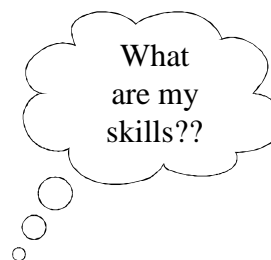
This packet is a reflection tool to help you identify your personal skills and help you provide examples of your skills to help potential college admission officers or interview committees for jobs and awards. Use the worksheets to help you achieve this. If you find it easier, you may use only the parts of the packet that you find useful, provided you keep in mind that your goal is to identify the marketable skills you have and to provide examples of those skills to a potential employer, award committee or admissions counselor.

"What Are My Skills?" Worksheet

The first step in solving a mystery is to gather clues. The "What Are My Skills?" worksheet will help you explore your experiences and find those skills that will be most useful to you in school or work.

On the worksheet, these skills appear in seven groups:

- | | |
|-------------------------------|----------------------|
| • Goal Setting and Attainment | • Youth Service |
| • Career Skills | • Personal Qualities |
| • Life Skills | • Basic Skills |
| • Leadership Skills | |



You will find that some of these skills and skill groups interest you more than others. This is normal and is important to know in planning for education, training, and choosing a career. Psychologists who study career choice have found that there is only one way to predict how successful somebody will be in a certain career: how much interest they have in the work they have chosen - in a word, their **motivation**. So pay close attention to your preferences!

Following the Career Skills are three more sets of skills called Life Skills. These are skills that everyone will need to succeed, despite their field of work or education.

Resume

A resume is a professional way to introduce yourself to a potential employer or prospective college.

- It is one of the most important ways you will market yourself!
- You can use it to explore possible college majors or careers.
- You can draw from it for job applications and job and college admissions interviews.
- You can use it to plan future 4-H projects that will teach you new skills or strengthen those you already have.

Sample resumes are available on our website. In writing your resume, you will create a picture of who you are and what you have to offer now.

When you have completed your worksheet, you will use what you have learned from your survey of your skills to write a resume. A resume is a brief description of your work history (which may include volunteer work and community service) and accomplishments, your education, and any special skills you have.



You can use the "What Are My Skills?" worksheet every year or two while you are in school/4-H to keep your resume up to date. If you do so, you will always have a current, accurate summary of your skills and successes on hand to give to employers, recruiters, and others. Now...let's get to work.

Using the Worksheet

Step 1: Gathering The Materials You Will Need. If you have been keeping a portfolio, you will already have most of what you need at hand. If not, gather as many of the following items as you can:

- Project records and other records of your 4-H involvements and achievements
- Awards and certificates
- Programs or materials from conferences or workshops you participated in or facilitated
- Scrapbooks, newspaper clippings or pictures, or other reports of accomplishments
- Report cards
- Meeting minutes and activity reports

You will also need about a dozen sheets of scratch paper and a pen or pencil.

What was my most enjoyable experience?

Step 2: Writing About Your Experiences. Begin by looking through your portfolio or other materials you have gathered, and think back over your 4-H and school career.

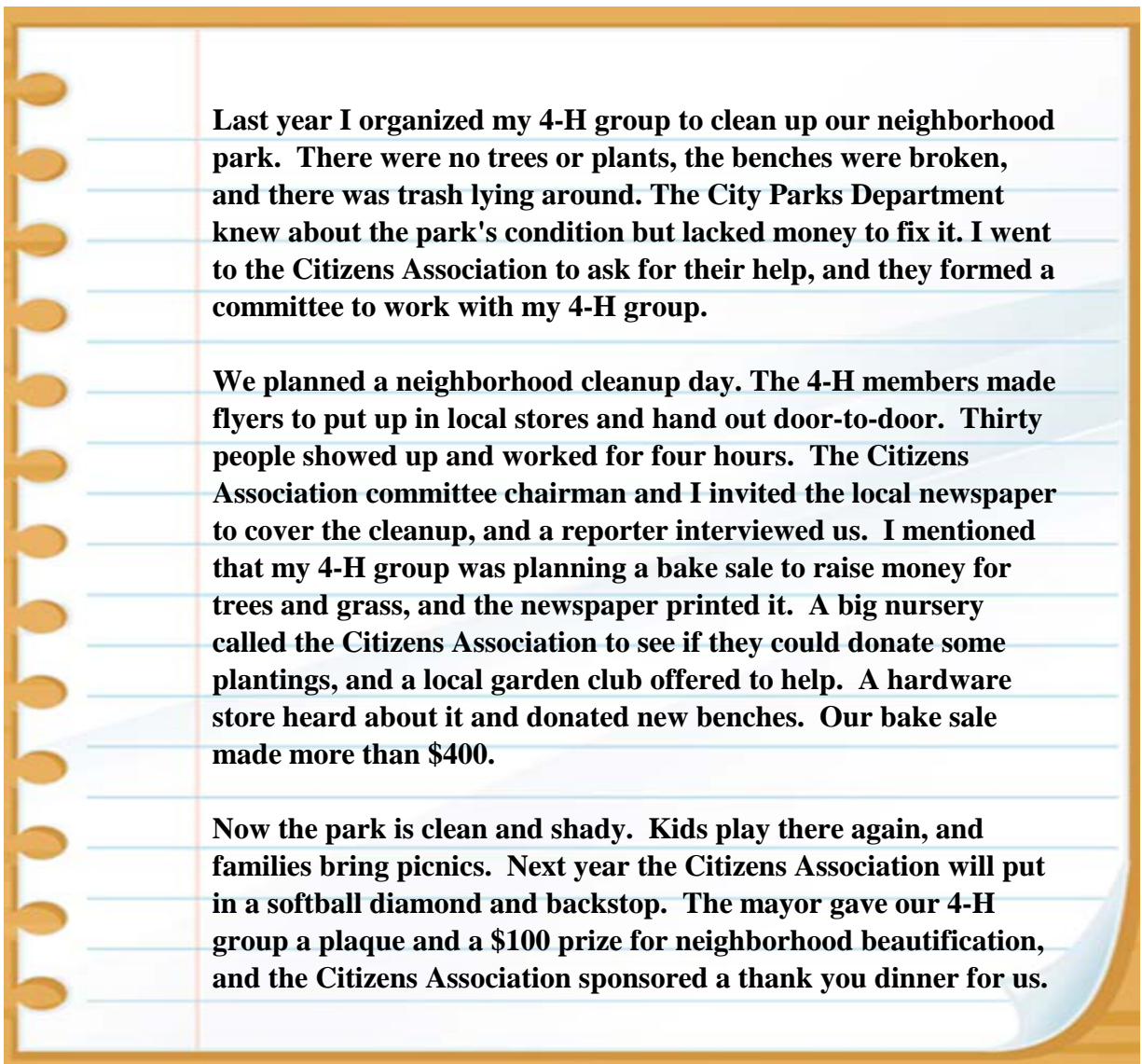
What have been your most enjoyable and satisfying experiences or accomplishments? Jot down as many as you can think of in a sentence or two on a piece of scratch paper. Try to list at least ten. If you have trouble thinking of this many, think about your years in school and 4-H one by one. What did you learn? What did you do with your family? What outside activities did you participate in? Did you win any contests or awards?

Pick the experience or accomplishment that seems most important to you now. On a fresh sheet of paper, write it out as a brief story no more than two or three paragraphs to help you define what was important about the project.

- Focus first on **what you did**. This could be a problem you solved, a difficulty you overcame, or something you learned or created.
- Then think about **how you did it**, and what **tools or means** you used. Did you get people to help you, or did you get important information? How have you helped others?
- Did you use tools or technology, create a system, or work with resources such as time or money?
- Finally, what was the **outcome**? How did things change because you succeeded? Did you receive some kind of recognition, win any awards, or take any trips? What personal goals did you reach or strive for? Did you gain confidence or a sense of achievement?

Here is an example of a story that is too short: "The time I organized my 4-H group to adopt and clean up a park and won a prize from the mayor for beautification."

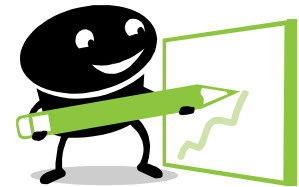
Here is the same story in a useable form:



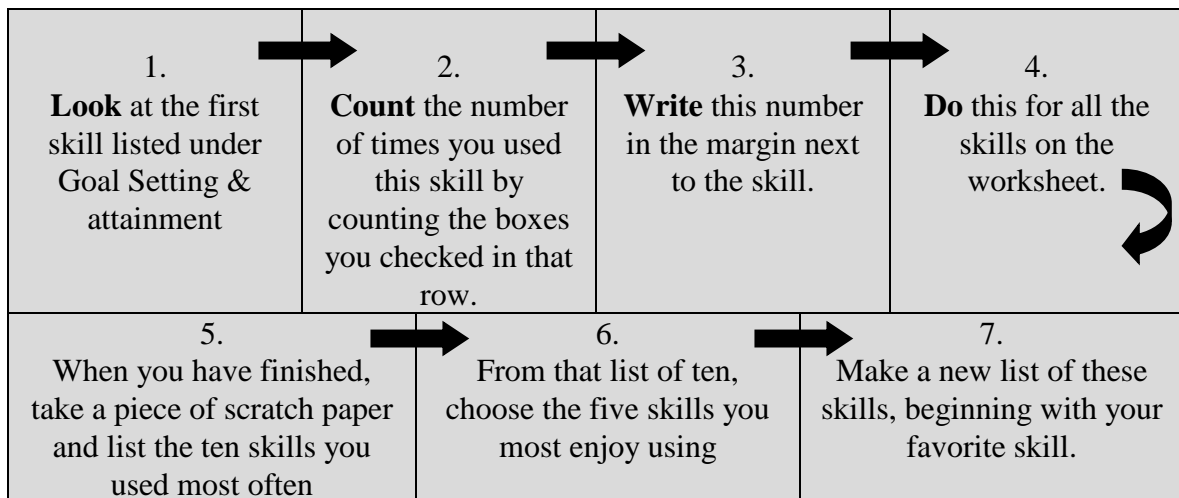
Step 3: Finding Your Career Skills.

After you have written your first story, you are ready to find the skills you used.

- Look at the "What Are My Skills?" worksheet.
- Along the left side, you will see the skill groups under Goal Setting and Attainment Career Skills, Life Skills, Leadership Skills, Youth Service, Personal Qualities, and Basic Skills and the individual skills that belong to each.
- Across the top, you will see a series of blank diagonal lines.
- Write a short title for your story on the first blank line, as we have done for the "Neighborhood Park Cleanup" example.
- Read each skill and ask yourself, "Did I use this skill in the project I wrote my story about?"
 - If you did, check the block for it in your story column. Look at the "Neighborhood Park Cleanup" example.
 - If you cannot tell whether you used the skill or not, try turning the statement about the skill into a question.
 - Look on the first page of the skill worksheet, for example. The first block states: "I set a goal and planned activities to reach it. I prepared and followed a schedule."
 - If you cannot tell whether you did that or not, turn it into a question; "Did I set a goal and plan activities to reach that goal? Did I prepare and follow a schedule?" If you can answer yes, you used that skill in that particular activity of project; check the block.
- When you are done, take a fresh sheet of scratch paper and write a story about another project or experience on your list.
- Write the title of your second story on the next diagonal line on your "What Are My Skills?" worksheet, and find the skills you used in this story.
- Continue until you have written at least five stories.



When you have completed all of your stories and filled in the worksheet





NOW...Look at the Career Skills and Life Skills portions of the worksheets again. Do three or more of your favorite skills fall into one group; people for example? If so, you might want to explore possible careers or college majors that require you to work well with others, such as sales, teaching, or social work. If your favorite skills are spread out over most of the skill groups, don't worry. Your interests may not have jelled yet, or maybe your most satisfying projects or experiences required a variety of skills. If you use the worksheet to examine the skills you have learned every year or two, you should find your interests becoming clearer.

Take one more sheet of scratch paper, this is the last!

- Write down the first of your five favorite skills.
- Look back at the stories in which you used that skill.
- Write a sentence about **HOW** you used it and what you accomplished in each story.
 - For example, let us say that the favorite skill the writer of "Neighborhood Park Cleanup" turned out to be "Exercises Leadership". She might say, "Persuaded my 4-H group and the Board of the Citizens Association to co-sponsor a neighborhood park cleanup project. Organized the project, including a cleanup day and bake sale."
- Now think again about your favorite skill. Now that you have identified it, can you find evidence of it elsewhere in your life? If so, write it down.



Write down the "evidence" for each of your five favorite skills from your stories and other recollections. (This is called **demonstrating** a skill.)

Step 4: Checking Up On Your Life Skills:

Now look at the Life Skills you have checked on the worksheet. You will need all of them in the future. Are there any that you don't seem to be using or feel uncomfortable about? If so, talk to your 4-H leader, teacher, parent, or other adult you work with. You may already have that skill and not know it. Or you may need to learn and practice skills such as speaking or self management. Building your basic skills will increase your confidence now and your chances of success in school or on the job in the future.

Writing Your Resume

Now you are ready to write your resume. Follow the instructions on the resume format in this package. If possible, write a first draft of your resume and set it aside for a few days. Memories of successes that belong on your resume may pop into your head at odd times. Jot them down (yes, on scratch paper) and add them to the final draft of your resume.

Always keep at least one copy of each of your old resumes in your portfolio. As you write resumes for different purposes, you may change your "evidence" of a skill or even the skills you choose to list. Someday, a skill or bit of evidence you discarded years ago may become important again. A sample resume for the youth involved in "Neighborhood Cleanup" is included in this packet.

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