

# Marketing Your Leadership Skills

Your leadership involvements are a very vital part of your college experience. Adding them to your resume may prove to be the deciding factor in your search for the “perfect job.” It’s important, therefore, to articulate the skills and experiences you have gained through your co-curricular involvements.

To decide what skills to focus on for your resume or interview, examine all of your experiences and list the major tasks and accomplishments of each. Select the skills you utilized and enjoyed the most in your positions. Select those skills that are most relevant to a potential job in your field.

Here are some skills you may have gained through your participation in co-curricular activities:

## **Financial Management**

- Maintained financial records
- Made budget projections/developed budgets
- Completed successful grant applications
- Raised funds

## **Motivational Skills**

- Sold ideas, programs or courses of action
- Influenced attitudes or ideas of others
- Recruited talent or leadership
- Got diverse groups to work together
- Managed conflict
- Arbitrated
- Mediated issues with individuals or groups
- Utilized crisis intervention
- Developed public speaking skills
- Planned for and initiated change

## **Educational/ Helping Skills**

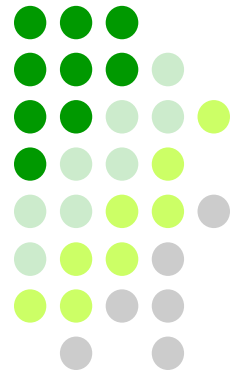
- Advised students/groups
- Fostered stimulating learning environment
- Helped others to express their views
- Facilitated group discussion
- Organized and administered training programs
- Facilitated personal growth and development

## **Creativity/ Research Skills**

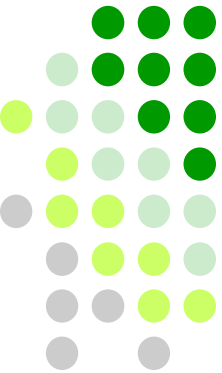
- Improvised on the spur of the moment
- Created and implemented innovative program ideas
- Operated in a free, unstructured, and unsupervised environment
- Organized material information in a systematic way
- Developed problem solving and decision making skills
- Promoted events
- Conducted needs analysis

## **Communication Skills**

- Edited written material
- Communicated effectively and clearly, both orally and in writing
- Provided both positive feedback and constructive criticism
- Encouraged communication among and feedback from members
- Developed and made presentations
- Improved assertiveness and confrontation skills
- Managed meetings



Dragon Tidbits



## Management Skills

- Prioritized tasks
- Developed systematic approach to goal setting
- Made and interpreted policy
- Designed projects and programs
- Made difficult and immediate decisions
- Managed time commitments
- Hired/selected members and officers
- Built a team
- Supervised others in their work
- Delegated tasks/recognized and utilized skills of others
- Evaluated people and programs
- Negotiated contracts
- Handled detail work
- Planned and implemented successful meetings, seminars, and workshops

Use this list to get you started thinking about the valuable skills you have developed through your involvement in activities. Check out the Career Services office for more assistance in developing a resume.

*Adapted from LeaderBits, The University of Kansas*