

SKILLS CHECKLIST

CHECK OFF THOSE SKILLS THAT YOU POSSESS.

Mass Media Skills (Public Relations)

- Recognize media needs (radio, television, magazine, newspapers, e-commerce)
- Understand available communications channels and techniques, which will increase consumer awareness
- Understand layout, design, photography and other art-related subjects
- Understand mass communications
- Able to produce effective, imaginative and creative materials and meet public expectations
- Able to write press releases, television, or newspaper interviews
- Understand difference between public relations and advertising
- Able to relate public relations functions to the total marketing program and evaluate the results in qualitative and financial items
- Able to operate audio-visual equipment
- Other: _____

Speaking Skills

- Knowledge of communication and demonstration techniques
- Able to communicate with ease on a professional level
- Able to make a persuasive, clear presentation of ideas or facts, given time for preparation
- Effective expression in individual or group situations including gestures and nonverbal communication
- Able to identify and motivate various audiences
- Able to effectively communicate in technical and lay language
- Able to answer telephone inquiries effectively
- Experience in television and radio presentation
- Other: _____

Computer Skills and Literacy

- Able to interpret computer data sheets
- Able to operate computer
- Able to develop programs for computer applications
- Understand computer hardware and software availability and terminology
- Understand computer application to businesses
- Understand computer applications to families and individuals
- Able to identify advantages of computer applications
- Able to discern fact from fiction advertising hype
- Other: _____

Administrative Management Skills

- Able to establish priorities in accordance with management objectives and meet deadlines
- Able to work independently: self-disciplined
- Other: _____

Educational Skills

- Basic understanding of educational principles and techniques
- Able to plan, research and develop educational and informational materials and implement programs
- Knowledge of consumer education techniques
- Able to develop new skills and keep abreast of new knowledge
- Able to use audio-visual materials and equipment
- Able to design and develop educational materials for specific audiences
- Understand needs, expertise and expectations of various audiences including students, educators, consumers, salespeople and customers
- Able to communicate technical information in consumer language
- Other: _____

Financial Skills

- Understand free enterprise systems and basic economics
- Understand budgetary process
- Understand financial reports
- Understand statistics and mathematics
- Understand various financial vehicles such as stock market and investments
- Able to set goals
- Able to use effective time management
- Able to reach sound logical conclusions based on information at hand; good judgment
- Effectiveness of organization of own activities and those of a group
- A knowledge of business principles and practices
- Able to plan, organize, execute assignments to meet deadlines
- Problem-solving skills – evaluate, analyze, negotiate and recommend alternatives
- Effective planning skills
- Able to delegate
- Able to take calculated risks based on sound judgment
- Flexibility – ability to modify management style and behavioral approach to reach a goal
- Decision-making skills
- Other: _____



Career Services

Interpersonal Skills

- Able to work cooperatively with a wide variety of people
- Professional attitude in regard to motivation, cooperation, flexibility, confidentiality, ethics and personal development
- Strong listening skills – able to identify important information in oral communications
- Sensitivity – able to perceive and respond sensitively to the needs of others
- Capacity for dealing with people both inside and outside the company/organization
- Able to direct people
- Able to motivate people
- Able to formulate objectives
- Effectiveness in getting ideas accepted and in guiding a group or individual to accomplish a task
- Able to delegate
- Other: _____

Personnel Administration Skills

- Interviewing and hiring skills
- Able to evaluate employee performance
- Understanding of state and federal personnel laws (Equal Employment Opportunity EEC)
- Able to develop and write job descriptions
- Able to train and coach employees
- Sensitivity to other employee's needs
- Strong listening skills
- Understand company/organization goals, policies, procedures
- Able to develop budgets
- Able to interpret financial data and annual reports
- Able to develop economic forecasts
- Able to explain label information, pricing and universal product code
- Other: _____

International Skills

- Proficiency in a foreign language
- Understand public policy
- Understand international law
- Able to appreciate people whose values, goals and manner of living may be quite different from your own
- Understand democratic process
- Able to make use of available resources
- Knowledge of life/family patterns in other cultures
- Experienced in foreign travel
- Understand world monetary, economic system
- Other: _____

Marketing/Sales Skills

- Understand marketing, advertising, promotion and sales
- Able to develop sales forecasts
- Knowledge of sales principles
- Understand market research
- Understand market segmentation
- Understand retail marketing
- Understand merchandising principles
- Able to handle sales calls including "cold calls"

- Salesmanship – ability to organize and present material in a convincing manner
- Able to develop marketing plans; set objectives
- Awareness of marketing trends
- Other: _____

Research Skills

- Knowledge of product testing and analytical methods
- Able to plan research, execute and evaluate
- Knowledge of laboratory procedures and records
- Knowledge of basic scientific and experimental techniques, experimental design and statistics
- Understand product development
- Understand evaluation techniques
- Understand relationship between laboratory and consumer testing
- Able to analyze test data and results
- Problem analysis and effectiveness in seeking pertinent data and determining the cause of the problem
- Knowledge of research and survey techniques
- Knowledge in computer operation
- Other: _____

Artistic Skills

- Able to prepare art work effectively, quickly, to meet deadlines
- Understand the use of the elements and principles of design
- Creativity
- Ability to adapt art work to various production methods
- Able to use various art media such as drafting tools, pen and ink, commercial lettering
- Able to target artwork for specific audiences
- Understand psychological influence of line and shape, color and texture
- Other: _____

Personal Skills (Important in all career clusters)

- Flexibility
- Loyalty
- Determination
- Professionalism/honesty/personal integrity
- Creativity
- Motivation
- Self-direction
- Able to create a good first impression, credibility
- Decisiveness
- Cooperation
- Able to achieve and sustain a high activity level
- High work standards with a desire to do a good job
- Broad range of interests including concerns for personal, organizational and community environment
- Willingness to develop additional skills and knowledge by attending workshops and seminars
- Positive attitude
- Patience
- Sense of humor
- Trustworthiness
- Other: _____