

## TRANSFERABLE SKILLS

### *Create a Winning Resume For A Brand New Industry*

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You have a great resume. Your background of experience in the Legal Field is detailed in the most professional and polished manner. Your accomplishments and career history sparkle and shine.

Then why aren't you getting any response back from potential employers and recruiters?

You could be one of the millions of people each year who are making an industry change. Perhaps you have noticed your current industry is on its heels. You have hit a glass ceiling or maybe your field has just lost its luster in the ever-changing economic climate. It's time to move on. But how do you get your resume to convey your best skills to a new industry employer?

Do you know the secrets to the best resume for industry changers? If not, here are several solid tips and guidelines that will dramatically improve your chances of getting your foot in the door in your new industry of choice.

#### **Chronological Order vs. Action Order**

If you are planning to stay in your current industry, but wish to move to another company, consider that a chronological resume may be your best choice. The basic format would begin with an objective, and then lead right into your career history followed by your academic achievements. This is an effective traditional format.

However, if you are changing industries, it is best to highlight your transferable skills first and foremost, taking the emphasis off the fact that you have not been in the industry of your choice. If you are pursuing a C level position, then the emphasis will be on the functionalities of the accomplishments you have achieved. Additionally you will want to outline the size and scope of the companies you have directed. An example would be the following:

**Professional career reflects over 20 years of operational turnarounds and corporate strategic planning that has driven major companies to greater profitability & improvements. Insight was most recently utilized by both domestic & international locations; building and motivating teams of 300 to 11,000 with P&L responsibilities in excess of \$500M. Leadership abilities have driven revenue growth \$35M annually.**

Here you see an example of showing professional achievements while avoiding being instantly pigeon holed, or worse, disqualified. Below is another example of an opening statement where the emphasis on this mid level manager's military background is minimized. What is showcased is his functional strengths which translate more effectively to the civilian world:

**Professional career reflects over 20 years of leadership, management, operations and administrative experience in large scale multifaceted operations. Adept in orchestration of project and program management; planning, identifying resources, leading teams up to 400 employees. Leadership has been recognized in the Healthcare industries and as a Naval Officer and pilot. Seasoned manager capable of directing organizations with P&L in excess of \$400M.**

Additionally, you can add at the top of your resume, key phrases which capture the major functions you feel your target industry would value the most. Examples would be:

**Program Management  
VP Operations  
Strategic Marketing  
Business to Business Sales  
Change Management  
Training and Development**

**Etc...**

### **Selling Transferable Skills Using International Language**

In order to adequately convey the value you can bring to a potential employer, it is critical to avoid the error of using your own industry language. The trick to any interview is “It is not about you, it’s about them”. This begins with the resume. You must use language that can be understood by those outside your industry. If you are an attorney who wants to get out of the law firm environment, you should avoid saying the following:

**...Represent plaintiffs in all aspects of litigation, including numerous jury trials and appeals. Referral Counsel for certain “settling attorneys”. Also managed five other attorney case loads from “settling attorneys”, ensuring they were handled properly throughout the pre-litigation phase. All A class (large verdict) cases were directly supervised by my office.**

You need to convert this “legal language” into more universal language, as well as accentuating skills that can be transferred into another industry. An example would be:

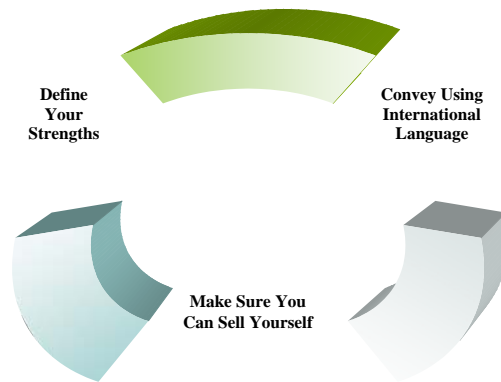
**Professional career reflects 8 years of business law and management in the highly competitive environment of private legal practice, with emphasis on the healthcare industry. Leadership has been demonstrated managing teams of 20 personnel and as President of successful firm. A compelling communicator with executive level decision making abilities, capable of reducing loss and liability of both individuals and corporate clients. Possess a demonstrated record of success to predict, protect, and close issues on time and under budget.**

A potential employer is going to understand and resonate more with the opening statement above. They will be able to see skills and knowledge which can be transferred into their industry. Additionally, once you have gotten your foot in the door, you can compel your interviewer by emphasizing your “cross functional competencies.” These are skills you may use in your current industry, such as legal expertise. You can bring added value to a company via having this background of knowledge even though it might not be a requirement for the position. Be creative! Positions, titles and responsibilities can fluxuate depending on how well you market your skills to your potential employer.

### **Market Your Transferable Skills**

Have you interviewed, hired and fired or trained in your current position? These are Human Resource functions, though perhaps using this terminology is foreign to you. Don’t shirk your duties to own your transferable skills! You must realize that running your own law firm of 20 employees does entitle you to state you have Executive Managerial experience. Even if you have not thought of your responsibilities in

that way before. You must mentally embrace this terminology or risk undermining your own credibility in the actual interview. If you don't believe it, this will subtly transfer to your interviewer. A good way to practice owning your transferable skills is to print them out and place them where you can see the list daily. Rehearse what you will say in answer to various interview questions using the universal lingo you create to translate your skills. Practice will pay off big time here. It is futile to invest in transferring your marketable skills on paper without making sure you can adequately convey them verbally as well. These methods will enhance your transferable skills on paper, so you will have the opportunity to continue building your value in a face to face interview!



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