



IDENTIFY INDUSTRY SPECIFIC LANGUAGE

Objective

In this activity, you will identify the key skills and core competencies necessary to succeed in your new career path. In the process, you will identify organizations of interest, as well as a list of people you can potentially contact for informational interviews.

Activity

Identify 6-10 companies of interest in your area. As you read over the website, make careful notes about the words or phrases used to describe services, organizational goals, mission, and the skills and expertise of employees. You should also read over any publications, reports, news stories, blogs, or the company social media pages.

Do not cut and paste. You are collecting information that you will use to write resumes, cover letters, LinkedIn profile, work experience stories, elevator pitches, etc. You want to have a clear list of key words or phrases that you can incorporate. This should be a detailed, curated, list.

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|-------------------------------------|
| Company/Organization : |
| Website: |
| Services |
| About/Mission |
| Employees |
| News Stories/ Blogs/ Reports |
| Social Media |
| Job Advertisements |

Activity:

Look the company up on LinkedIn. Read over profiles of people who work at this company. Make a list of the key skills, competencies, tasks and responsibilities listed in their LinkedIn profile.

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|----------------------|---|
| Company Name: | |
| Website: | |
| Employee Name | Key Skills, Core Competencies, Responsibilities, Tasks |
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Activity:

Analyse your results using a word cloud generator. Identify the key skills people in your industry have. Don't worry if, right now, you don't think you have the right skills. You probably have more than you think you do.