

Identify & Sell Your HIDDEN SKILLS

Most of us have a good idea of our core skills – the competencies and experience that we first think of when we’re applying for a new job or developing our career. However, do you truly know everything you’re good at? It can be easy to overlook the fact that you have many more attributes than you give yourself credit for – and we call these ‘hidden skills’.

We believe there are two steps to identifying and selling your hidden skills with confidence:

Step 1: Identify your hidden skills

Step 2: Sell your hidden skills

STEP Identify your hidden skills

1

You can identify your hidden skills by (A) **learning from your previous experience** (B) **learning from your personal reflections**, and (C) **learning from how others perceive you**.

Use the following three tables to uncover your hidden skills.

A) Learning from your experiences

Example

Work or projects I've enjoyed	What did I like specifically?	What skills did I use to achieve that outcome?
<i>Creating an eBook</i>	<i>Seeing my ideas come to life</i>	<i>Generating new ideas, writing persuasively, executing my ideas</i>
<i>Organising a charity event</i>	<i>- Pitching my idea to corporations - Securing sponsorship - Seeing the event come to life</i>	<i>Influencing, negotiating, and communicating mutual benefits</i>
<i>Completing the National Three Peaks Challenge</i>	<i>Achieving something that was difficult</i>	<i>Resilience, drive to achieve</i>

Please fill in your experiences below

Work or projects I've enjoyed	What did I like specifically?	What skills did I use to achieve that outcome?

B) Learning from personal reflections (Please fill in your reflections below)

What do you admire about your greatest role models? Which of these traits do you also see in yourself? <small>E.g.: Motivating, facilitation, entrepreneurial thinking</small>	What did you love doing as a teenager or when you were younger?	What do you like to do in your spare time?

C) Learning from how others perceive you (Please fill in your best qualities below)

Ask five people that you know to identify what your best qualities are.

STEP 2 Sell your hidden skills

2

Now that you've identified your hidden skills, it's important you communicate these effectively. Use this format to help demonstrate how your hidden skills set you apart.



Example: I'm known for my creativity as demonstrated on my last project. I reviewed what led to positive or negative results and some noticed trends. I then brainstormed ways to improve how we worked, engaging with stakeholders to ensure my proposals were achievable. I suggested 3 changes which were implemented and led to a 10% increase in positive client feedback and a 30% uplift in engagement. I believe my creative skills will help me find new ways to get better business outcomes.

Bonus tip

A big part of selling your skills is promoting them effectively. Throughout your job search, be sure to highlight your hidden skills in these key areas:

1 CV showcase the hidden skills most relevant to the job you're applying for

2 Cover letter show how your hidden skills have helped you achieve results in the past

3 Interview demonstrate why your hidden skills make you the right fit for the role

4 LinkedIn highlight the hidden skills that help you success in your area of expertise

next STEPS

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