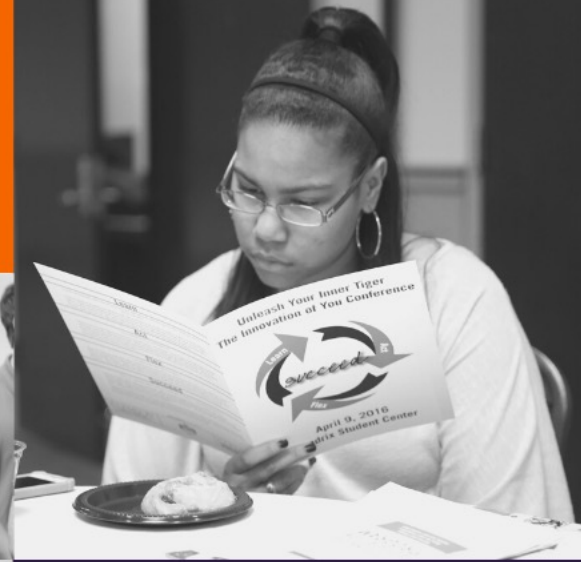# Center for Career and Professional Development

# Core Competencies and Why They Matter

# How do you add value to any team?

# Center for Career and Professional Development

## Resume
**Secure an Interview**

## Interview
**Secure an Offer**

## Job Offer
**Develop Professionally**

- Introduce your professional self

- Highlight your education, work experience, and skills

- Articulate how your training, experience and skills transfer to the potential role

- Demonstrate the impact and outcomes of your work

# What do employers want most from any candidate?

# *Core Competencies*

Clemson University's core competencies and proficiency levels are rooted in research conducted by The American Association of Colleges and Universities (AAC&U), The National Association of Colleges and Employers (NACE), and Clemson faculty and staff.

## *Engagement*

Communication

Collaboration

Leadership

## *Innovation*

Adaptability

Analytical Skills

Technology
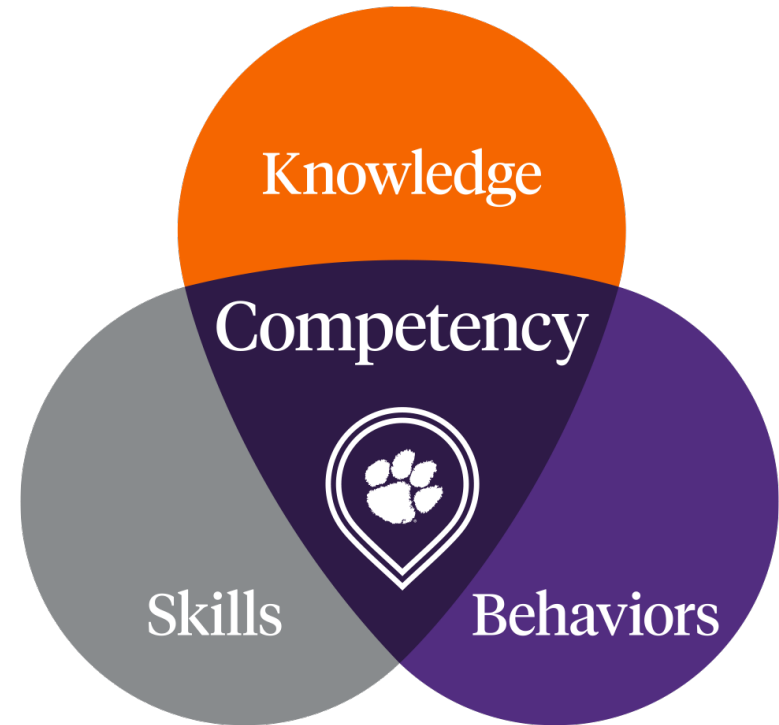
## *Professionalism*

Self-Awareness

Integrity & Ethics

Brand

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# *What is a competency?*

Knowledge, skills, and behaviors align to create competencies that contribute to enhancing performance.

Knowledge

Competency

Skills

Behaviors

# *Proficiency Levels*

*Awareness.* Theoretical knowledge

*Basic.* Limited experience

*Intermediate.* Practical application

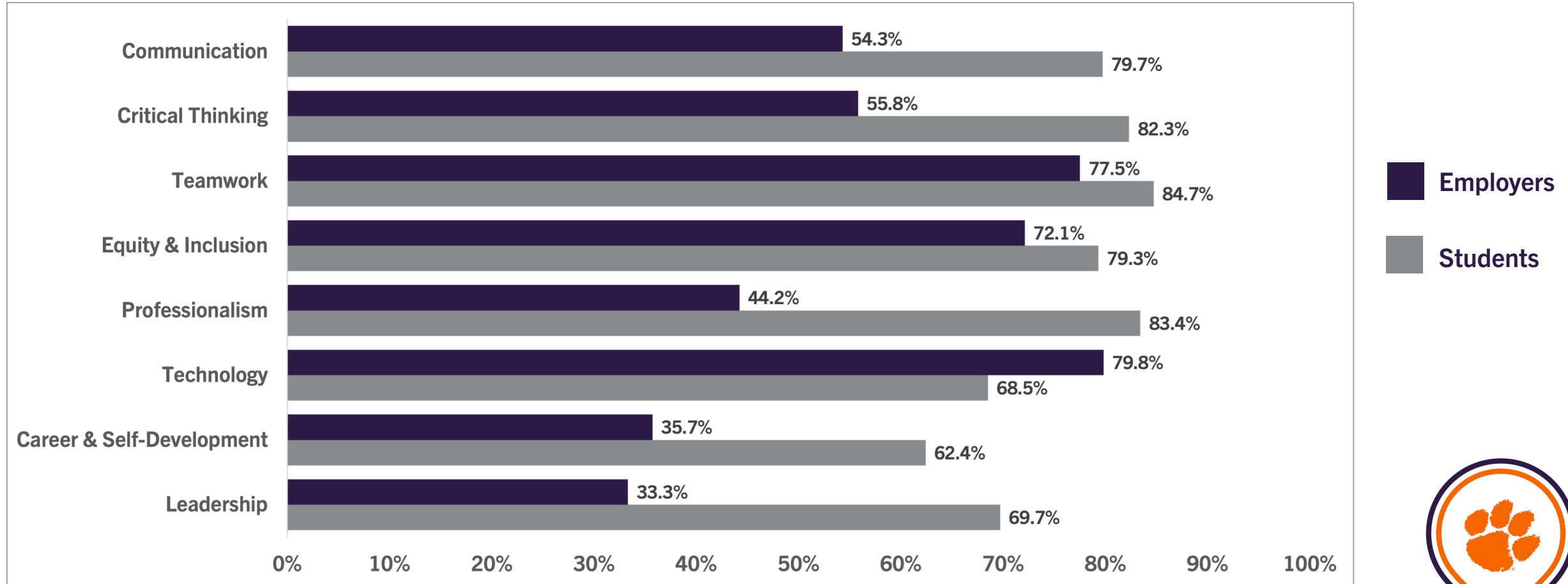*Advanced.* Extensive experience and application

*Expert.* Recognized for mastery and attainment in all areas

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# Employer Rated Proficiency vs. Student-Rated Proficiency in NACE Career Readiness Competencies

| Competency | Employers | Students |
|---|---|---|
| Communication | 54.3% | 79.7% |
| Critical Thinking | 55.8% | 82.3% |
| Teamwork | 77.5% | 84.7% |
| Equity & Inclusion | 72.1% | 79.3% |
| Professionalism | 44.2% | 83.4% |
| Technology | 79.8% | 68.5% |
| Career & Self-Development | 35.7% | 62.4% |
| Leadership | 33.3% | 69.7% |

Percentage indicating Very or Extremely Proficient

# *Core Competencies*

Clemson University's core competencies and proficiency levels are rooted in research conducted by The American Association of Colleges and Universities (AAC&U), The National Association of Colleges and Employers (NACE), and Clemson faculty and staff.

| *Engagement* | *Innovation* | *Professionalism* |
|---|---|---|
| Communication | Adaptability | Self-Awareness |
| Collaboration | Analytical Skills | Integrity & Ethics |
| Leadership | Technology | Brand |

# Communication

Engaging in dialogue that leads to productive outcomes and points of connection by effectively articulating oneself to individuals within and outside of one's industry or area of expertise.

## Sample Behaviors

- Perceives non-verbal cues

- Utilizes various methods including persuading, instructing, listening, etc.

- Adjusts style and content for audience and format

- Anticipates others' reactions and prepares for questions

- Fosters dialogue and productive outcomes

- Provides and receives feedback

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# *Engagement*

## Collaboration

Developing authentic and mutually beneficial relationships by valuing everyone and taking responsibility for one's role within a team.

## Sample Behaviors

- Contributes to authentic and mutually beneficial relationships
- Establishes a network across a broad spectrum
- Encourages others to contribute
- Seeks to learn from others
- Navigates conflict
- Shares responsibility of team goals and projects
- Upholds commitments

## Leadership

Being able to recognize, respect, develop, and capitalize on the unique strengths of individuals from all backgrounds and being an active member in a group that achieves a shared vision.

## Sample Behaviors

- Develops and capitalizes on the unique strengths of individuals from all backgrounds

- Encourages discussion where individuals can express different points of view

- Empowers others to achieve a shared vision and shares credit

- Plans, initiates, manages, completes, and evaluates meetings and/or projects

- Establishes priorities

# *Reflection*

Reflect on your academic, work, and volunteer experiences.

Think about a time when you received feedback that your contribution was valuable to the team.

## Questions to Consider

- How did you contribute to the project?

- Who shared the feedback with you?

- How did you feel after that conversation?

- How did that encouragement inform future projects or decisions?

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# Adaptability

Taking the initiative to further enhance

one's skill set and being creative with

ways of thinking or approaches that allow

for action, reflection, failure, and

resilience in an ever-changing world.

# Sample Behaviors

- Considers new approaches to problems and/or projects

- Seeks to enhance skills

- Anticipates changes in industries and disciplines

- Recognizes that challenges and failure are a part of the learning experience

- Acknowledges new approaches and ways of thinking can be beneficial

# Analytical Skills

Seizing the opportunity for

organizational improvement that

prompts critical thinking and problem

solving by obtaining, processing, and

synthesizing information.

# Sample Behaviors

- Utilizes information to critically examine problems and develop solutions

- Employs different methods of obtaining, processing, and synthesizing information

- Weighs options by considering the impact

- Makes recommendations

- Promotes a culture where others are empowered to identify and solve problems

# *Innovation*

## Technology

Employing current and emerging software and tools to solve general and industry-specific challenges.

## Sample Behaviors

- Utilizes current and emerging software and tools

- Compares and articulates the potential of different software and tools to solve complex challenges

- Troubleshoots independently before seeking assistance

- Serves as a resource for training others to use technology to achieve strategic goals

# *Reflection*

Reflect on your academic, work, and volunteer experiences.

Think about a time when you needed to adjust your priorities.

## Questions to Consider

- How did you know that something needed to change?

- How did you decide what to prioritize?

- What did you do to help others understand the change in priorities?

- What feedback did you receive as a result of your decision and actions?

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*Professionalism*

## Self-Awareness

Understanding one's strengths,

limitations, emotions, and biases in a

variety of situations and articulating

how one's interests, skills, and values

align with educational goals.

## Sample Behaviors

- Recognizes and articulates how interests, skills, and work values inform goals

- Establishes goals, reflects on progress, and adjusts behaviors

- Reevaluates goals

- Manages stress and emotions and interprets emotions of others

- Recognizes and works to overcome biases

- Manages time and parallel projects

## Integrity & Ethics

Making choices and consistently acting in a manner that displays integrity (following internal principles, morals, and values) and ethics (following external laws, rules, and norms) in personal and professional settings.

## Sample Behaviors

- Demonstrates dependability

- Articulates and acts in alignment with principles, morals, and values

- Acts equitably with integrity and accountability to self, others, and the organization

- Demonstrates a high level of dedication toward doing a good job and exceeding goals

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## Brand

Demonstrating the continual development of a positive impression or image in every facet of life while seeking feedback from others to ensure congruence between one's intended and perceived reputation.

## Sample Behaviors

- Meets deadlines

- Accepts responsibility

- Reflects on reputation in personal, educational, professional, and online settings and adjusts to achieve congruence with values and ethics

- Responds and manages others' concerns and/or complaints in a sensitive way

- Solicits feedback and redirects actions as needed

# *Reflection*

Reflect on your academic, work, and volunteer experiences.

Think about a time when you played a role in a successful task, project, or decision.

## Questions to Consider

- What type of work were you doing?

- When contributing to a project, when do you feel most like yourself?

- What would people who worked with you say about you?

- How did you know things went well?
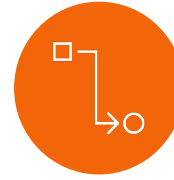
# Articulate Your Competencies on a Resume

- **Review the job description** to look for keywords for the potential role.

- **Use bullet statements** (not sentences or paragraphs) to describe a skill, responsibility, or experience related to a position.

- **Start each bullet statement with a precise action verb** that accurately reflections the action you took within the project/role.

- Provide the context of your role to help **communicate the scope and outcome of your work.**

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# Articulate Your Competencies in an Interview

## The STAR Technique

| | | |
|---|---|---|
| **S** | **SITUATION** | Detail the background. Provide a context. Where? When? |
| **T** | **TASK** | Describe the challenge and expectation. What needed to be done? Why? |
| **A** | **ACTION** | Elaborate your specific action. What did you do? How? What tools did you use? |
| **R** | **RESULTS** | Explain the results: accomplishments, recognition, savings, etc. Quantify |

# Career Counseling Services

- Resume critiques
- Cover letter critiques
- Job searching

- Major Change
- Mock Interviews
- Personal statements

Drop-ins and appointments are available. Students can use CCPD Services and attend workshops and career fairs up to a year after graduation.