

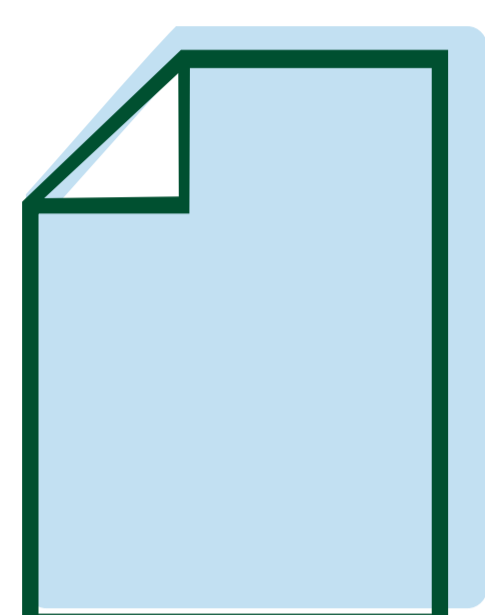
CLOSING THE SKILL GAP

Eighty percent of CEOs now believe the need for new skills is their biggest business challenge. Closing the skill gap means you are intentionally developing skills that are required in a position you'd like to obtain.



Complete this activity to create a focused plan on areas for development.

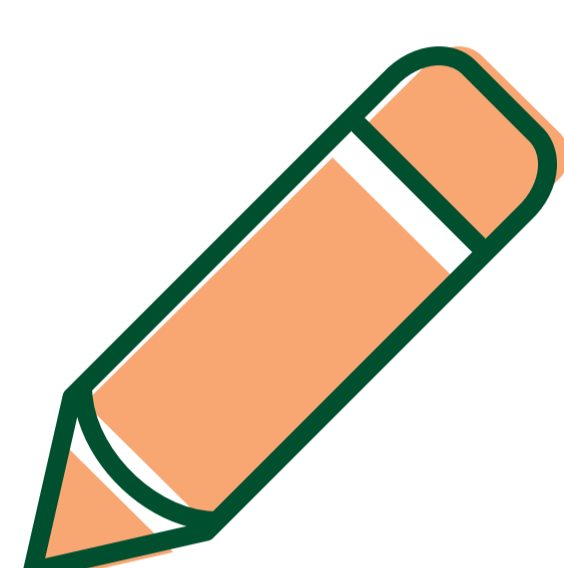
Job Descriptions



Think about the next career move you'd like to make.

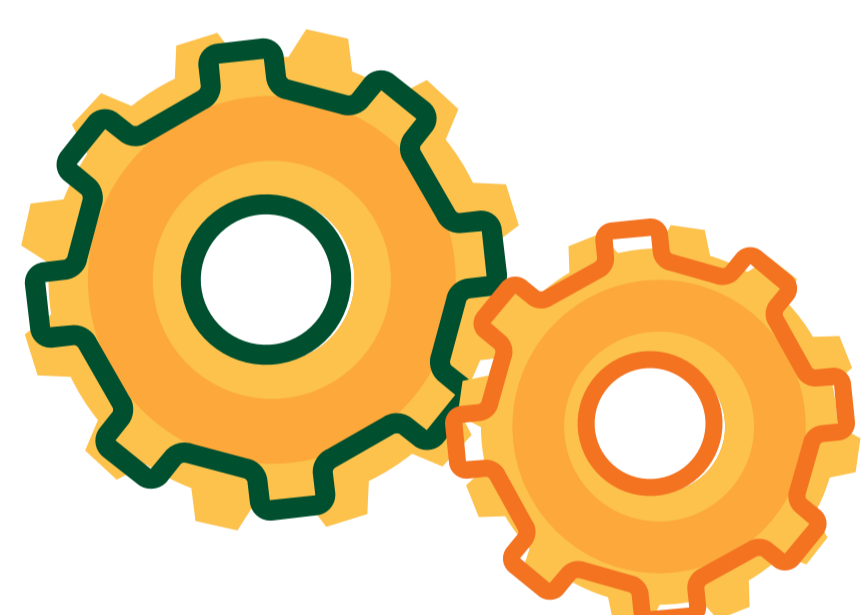
Find three similar job descriptions in your desired industry that are of interest to you and print them out.

Key Words



Highlight key responsibilities, quantification and industry keywords in each job description. Take the information from highlighted areas to create a skills checklist.

Skill Development



Go over each item in the list to see whether you have or you need to develop that skill.

Next, decide on the skill(s) or qualifications that you'd like to focus on first and find opportunities to develop them.

Snapshot Example

- Marketing Manager
- Lead, Customer Marketing
- Head of Digital Marketing

- Own digital marketing campaign processes
- Develop and execute creative components
- Adobe Dreamweaver
- HTML and CSS
- Photoshop
- 8+ years of marketing experience

Skill & Qualification Checklist

- Own digital marketing campaign processes
- Coach team of 10
- Adobe Dreamweaver
- HTML and CSS
- Photoshop
- 8+ years of marketing experience

Development Opportunities

Coaching

- Education for Life MOOC
- #### HTML and CSS
- LinkedIn Learning
- #### 8+ years of experience
- 3 more years



Education for Life

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UM's Education for Life program offers a curated portfolio of engaging learning experiences that are available on-demand, on campus, and on the road.