



TAKE CHARGE OF YOUR CAREER

**FOR IMMEDIATE RELEASE!**

**CONTACT:** Ilyse Shapiro  
(610) 649-1778  
[ilyse.shapiro@verizon.net](mailto:ilyse.shapiro@verizon.net)

**MARCH 8: JOB SEARCH TIPS FOR THOSE WHO CELEBRATE  
INTERNATIONAL WOMEN'S DAY**

*Career Coach and Author Ford R. Myers Shares  
How Women Can Add "Transferable Skills" to Their Resumes*

---

**Haverford, PA** (March 1, 2014) – March 8th is the 103rd celebration of International Women's Day ([www.internationalwomensday.com](http://www.internationalwomensday.com)). Each year, thousands of events occur around the world to mark the economic, political and social achievements of women.

For female job seekers who have been out of the paid workforce for a period of time -- yet have been performing valuable, non-paid work -- this special day may cause confusion. Despite the gains women have achieved in the world of work, many employers reject valuable volunteer and extra-curricular activities that impart women's diverse, multi-dimensional backgrounds.

Ford R. Myers, Career Coach, Speaker and Author of "Get The Job You Want, Even When No One's Hiring," (John Wiley & Sons, [www.getthejobbook.com](http://www.getthejobbook.com)) encourages job seekers to "think outside the box" and draw on a variety of past experiences, in both paid and non-paid positions, when applying for new employment. These "transferable skills," acquired during any productive activity – volunteer positions, classes, projects, parenting, hobbies, sports – can be applicable to one's next job. By adding transferable skills to a resume, employers get a better understanding and broader picture of whom they are hiring – as well as the interests, values and experiences that the candidate brings to the table.

Myers uses the example of an attorney who does not wish to continue practicing law. "Attorneys perform research, write briefs, do counseling, and develop new business ideas with clients – skills that can be used in a variety of work settings, not just the law."

Myers notes that transferable skills can be divided into five broad skill areas:

1. **Communication:** Writes clearly and concisely, speaks effectively, listens attentively, openly expresses ideas, negotiates/resolves differences, leads group discussions, provides feedback, persuades others, provides well-thought out solutions, gathers appropriate information, confidently speaks in public
2. **Interpersonal Skills:** Works well with others, sensitive, supportive, motivates others, shares credit, counsels, cooperates, delegates effectively, represents others, understands feelings, self-confident, accepts responsibility
3. **Research and Planning:** Forecasts/predicts, creates ideas, identifies problems, meets goals, identifies resources, gathers information, solves problems, defines needs, analyzes issues, develops strategies, assesses situations

4. Organizational Skills: Handles details, coordinates tasks, punctual, manages projects effectively, meets deadlines, sets goals, controls budgets, plans and arranges activities, multi-tasks
5. Management Skills: Leads groups, teaches/trains/instructs, counsels/coaches, manages conflict, delegates responsibility, makes decisions, directs others, implements decisions, enforces policies, takes charge

“My hope is that this International Women’s Day will encourage female job seekers to really think about the professional skills they’ve developed in all the facets of their lives, not just from years of on-the-job experience,” adds Myers.

For more information and other useful tips for achieving career success, visit <http://www.getthejobbook.com>.

#####

**Copyright © 2015, Career Potential, LLC. All Rights Reserved. Permission to Reprint:** This article may be reprinted, provided it includes the following attribution: Reprinted by permission of Ford R. Myers, a nationally-known Career Coach and author of “Get The Job You Want, Even When No One’s Hiring.” Download your free bonuses now at <http://www.careerbookbonuses.com>.

#####

**CONTACT:** Ilyse Shapiro, [ilyse.shapiro@verizon.net](mailto:ilyse.shapiro@verizon.net), (610) 642-7427 (PA); or Ford R. Myers, [contact@careerpotential.com](mailto:contact@careerpotential.com); (610) 649-1778 (PA), or <http://www.careerpotential.com>.

**PHOTO LINKS:** A headshot of Ford R. Myers and an image of the GET THE JOB book cover can be downloaded at the bottom of: <http://www.getthejobbook.com/ford-myers-media/>.

**ABOUT:** Ford R. Myers is President of Career Potential, LLC. His firm helps clients take charge of their careers, create the work they love, and earn what they deserve! Ford has held senior consulting positions at three of the nation’s largest career service firms. His articles and interviews have appeared in many national magazines and newspapers, and he has conducted presentations at numerous companies, associations and universities. In addition, Ford has been a frequent guest on television and radio programs across the country. He is author of **Get The Job You Want, Even When No One’s Hiring**. More information is available at: <http://www.getthejobbook.com> and <http://www.careerpotential.com>.

**AVAILABILITY:** Greater Philadelphia Area; nationwide by arrangement via telephone. Available for interviews in print, television and radio.