

# Identifying and Acquiring New Skills: The Key to Career Growth and Advancement

**Identifying and Acquiring New Skills:  
The Key to Career Growth and Advancement**

An Infopeople Webinar  
Tuesday, July 10, 2012

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"From the neatly defined roles reflected in library school courses of the mid-70s to the thousands of job titles collected in the SLA's recent salary survey, we librarians or information professionals definitely aren't what we once were. If we play our KM or "knowledge engineer" cards right, there are very few areas in any organization in which we won't have significant contributions to make."

"Education for Changing Roles" by Gaye Colvin.  
*Information Outlook, Oct/Nov 2009, p. 21*



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## Why this webinar?

- Struggling colleagues
- Desire change
- Many opportunities
- Share experiences
- Hope/inspiration/new ideas



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# Identifying and Acquiring New Skills: The Key to Career Growth and Advancement

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Poll #1:

### How Many of These Apply to You?



1. Ever been laid off?
2. Unemployed now?
3. Stuck in a rut; no place to go in present job?
4. Lack skills; can't compete for dream job?
5. Want to break out, but don't know how?

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## Agenda



- Skills review
- Self-assessment
- Acquiring new skills
- Next: Webinar #2: August 14, 2012

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Poll #2:

### Excuses, Excuses...What's your excuse?

1. Employer won't pay
2. No time to job hunt
3. Unemployed; lack funds for networking/conferences
4. Don't know-how
5. Can't job search at work



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**Excuses, Excuses...**  
There are no valid Excuses!



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**Review of Skills  
for Career Advancement**



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**Why Skills are So  
Important**

- Satisfy job requirements/qualifications
- Quantifiably stratify job applicants
- Transferrable
- Command higher salaries
- Grow professionally and personally



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# Identifying and Acquiring New Skills: The Key to Career Growth and Advancement

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### Computer/Technical Skills

- Digitization
- Electronic
  - indexing
  - Archiving
  - metadata
- Taxonomy
- Document Management



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### More Computer/Technical Skills

- Enterprise Content Management
- Knowledge Management
- Records management
- Digital asset management



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### Even More Computer/Technical Skills

- Finding aids/Pathfinders
- Web site design
- Web 2.0/Social networking
- 21<sup>st</sup> century cataloging



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# Identifying and Acquiring New Skills: The Key to Career Growth and Advancement

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### "Beyond Reference" Skills

- Strategic knowledge/advantage
- Results driven problem solving
- "Value add" solutions



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### Far "Beyond Reference" Skills

- Research and analysis
- Competitive intelligence
- Thinking outside the box



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Poll #3:

### "Beyond Reference" Skills

Which skills to add?

1. Strategic knowledge/advantage
2. Results driven problem solving
3. Providing "value add" solutions
4. Research and analysis
5. Competitive intelligence
6. Thinking outside the box



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# Identifying and Acquiring New Skills: The Key to Career Growth and Advancement

## Business/Management Skills

- Marketing and sales
- People management/supervisory
- Volunteer recruiting and management
- Strategic planning and policies



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## More Business/Management Skills

- Financial/budget
- Communications
- Public speaking and presentations
- Project management



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## Even More Business/Management Skills

- Effective writing
- Proposals for fundraising and grants
- Meeting and event planning



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**Self Assessment  
Let's Get Started...**

- Where am I now?



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**Current Skills Assessment**

	Clueless	Novice	Competent	Expert
Digitization				
21 <sup>st</sup> Century Cataloging				
Communications				
Records Management				
Taxonomy				
Web Site Design				
Web 2.0/Social Networking				

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**Current Skills Assessment**

	Clueless	Novice	Competent	Expert
Digitization	x			
21 <sup>st</sup> Century Cataloging				x
Communications			x	
Records Management	x			
Taxonomy	x			
Web Site Design		x		
Web 2.0/Social Networking			x	

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# Identifying and Acquiring New Skills: The Key to Career Growth and Advancement

**Strategies for Acquiring New Skills**

- Reading/classes/webinars
- Writing/blogging
- Networking – in person and online



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**Strategies for Acquiring New Skills**

- Finding or being a mentor
- Volunteering
- Mid-career internships



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Poll #4:

**Strategies for Acquiring New Skills**

Which will you choose?

1. Reading/classes/webinars
2. Writing/blogging
3. Networking – in person and online
4. Finding or being a mentor
5. Volunteering
6. Mid-career internships



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Questions?



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Follow Up – Resources

AIIM <http://www.aiim.org/>  
AIIM ECM Network on LinkedIn  
<http://linkd.in/qoWR8S>  
AIIP <http://www.aiip.org>  
ARMA <http://www.arma.org/>  
ASIS&T <http://asis.org/>



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More – Resources

ASIS&T <http://asis.org/>  
SAA <http://www2.archivists.org/>  
SCIP <http://scip.org/>  
SLA <http://www.sla.org>



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**What's Next?**  
**Developing Your Plan for**  
**Successful Career Growth and Advancement**  
 Webinar 2: Tuesday, August 14, 2012

**Deb and David also provide:**

- Workshops/seminars
- Customized career counseling, resume writing, mentoring



**Contact Us:** Join our mailing list to more learn about our upcoming workshops, counseling services, publications and discussion groups.  
[dhunt@information-edge.com](mailto:dhunt@information-edge.com) / [dgrossman@cityofmillvalley.org](mailto:dgrossman@cityofmillvalley.org)

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