**Targeting Your Skills To The Role**

Let’s map your skills to the ones advertised for in the job description

**Step one:** What skills are being asked for in this role?

**Step two:** Can I prove I have them?

**Step three:** How do I demonstrate the benefit they bring?

Remember, there is almost never a perfect candidate. The job description outlines the recruiters perfect candidate and most if not all will not have all the skills requested. The employer will be prepared to offer training for an enthusiastic and promising candidate. We all need some training to get up-to-speed on any new job. So don’t be put off if you don’t have some of the skills. Show transferable skills and willingness to learn. You will need the core skills, though, especially if it is for a more senior position. If a major skill needed for the role is at the bottom of your diamond 9, then maybe you don’t want this job anyway.

| **The vacancy calls for:**  ***List the skills*** | **You have:**  ***List as many as you can*** | **What benefit did you bring?** |
| --- | --- | --- |
| Leadership skills | Certified Scrum Master (CSM) with 5 years experience | Successfully led a team to deliver a project 20% ahead of schedule, enhancing team morale and productivity. |
| Problem-solving | Experience in resolving team conflicts  Software testing | Mediated a critical team dispute, leading to a 30% reduction in project delays and improved team cohesion.  During my time as a Scrum Master at XYZ Ltd I resolved many team conflicts. My Scrum Team was a newly formed team and were experiencing the forming and norming stages of team development. I successfully resolved many conflicts to guide the team into a performing team in less than 3 months. |
| Facilitation skills | Conducted daily stand-ups and sprint reviews | Streamlined meeting processes which reduced time wasted by 15%, allowing more focus on development tasks. |
| Agile methodology expertise | Implemented Agile practices in previous roles | Increased project delivery speed by 25% through the adoption of Kanban, significantly improving client satisfaction. |
| Stakeholder management | Engaged with stakeholders throughout project lifecycles | Improved stakeholder communication, leading to a 40% increase in stakeholder satisfaction scores from project feedback. |
| Technical understanding | Background in software development | Utilized technical knowledge to predict potential project roadblocks, reducing unexpected downtime by 10%. |
| Risk management | Managed project risks effectively | Identified and mitigated risks early, preventing what could have been a 50% overrun in budget for a high-stakes project. |
| Continuous improvement mindset | Led retrospectives for process enhancements | Initiated changes that resulted in a 20% improvement in code quality and a reduction in bugs reported post-deployment. |
| Communication skills | Trained teams in Agile methodologies | Enhanced team communication, leading to a 50% decrease in misunderstandings and rework, boosting overall project efficiency. |

Notice the use of tangible metrics in the 3rd column 😉

Now here’s one for a Product Owner

| **The vacancy calls for:**  ***List the skills*** | **You have:**  ***List as many as you can*** | **What benefit did you bring?** |
| --- | --- | --- |
| Product vision and strategy | Developed and communicated product vision and strategy | Led the development of a product roadmap that resulted in a 20% increase in market share within the first year of launch. |
| Stakeholder management | Experience managing stakeholder expectations | Successfully aligned product features with stakeholder needs, improving satisfaction by 30% as per annual feedback surveys.  Successfully managed the conflicting priorities between 5 customer representatives and 4 user representatives. To deliver the product to the satisfaction of all stakeholders. |
| Backlog management | Maintained and prioritized product backlog | Reduced time-to-market by 15% through effective backlog prioritization, enhancing team focus on high-value features. |
| Market research and analysis | Conducted market research for product development | Identified a new market segment, leading to a 25% increase in customer base by targeting unmet needs. |
| User story creation | Skilled in writing clear and concise user stories | Improved development team's understanding of requirements, reducing clarification queries by 40% and speeding up development. |
| Agile methodologies | Certified Product Owner with Agile experience | Implemented Scrum practices that boosted team velocity by 20%, directly impacting product delivery timelines. |
| Customer focus | Directly engaged with customers for feedback | Integrated customer feedback into product iterations, leading to a 50% improvement in customer satisfaction scores. |
| Performance tracking | Tracked product KPIs and adjusted strategy accordingly | Adjusted product features based on performance metrics, resulting in a 10% increase in user retention. |
| Communication skills | Facilitated product demos and communicated updates | Enhanced team and stakeholder communication, leading to a 35% reduction in miscommunications and project scope creep. |