

The importance of transferable skills marketing essay



The transferability of one person's skills can reveal the competencies of this person in performing an especial job which can be utilised in the performance of another job. In nowadays' working environment, it's a critical task to develop personal transferable skills in order to broaden the career options (McCourt and Eldridge 2003). For example, different people have distinct natural abilities to develop the skills like multiple tasks throughout their lives and thus they are applicable to a variety of working situations.

The transferable skills are different from the job-related skills which are only utilised in one particular of work. Most of the employers think that the transferable skills are more important because they would like to expect their staffs to use the skills in more than one job even if the work is irrelevant to their previous educational or working experience (Moorhead 2005).

This literature review will focus on the importance, implementations, and outcomes of transferable skills which is analysed in Human Resource aspects. The specific transferable skills differ in different preferences of people. For example, if people like to work with information and data, their specific transferable skills may include budgeting, measuring, analysis, research, or surveying. If people who enjoy working with ideas, their specific transferable skills may include developing, restructuring, painting, planning, or problem solving (Block and Betrus 2003).

Definition

The transferability of skills is defined as the specific capacities which allow the people to achieve in a spacious range of different jobs and tasks (Assiter

1995). It will become an advantage of competitiveness for the people because the transferable skills' essence of marketable and tangible can provide the quality value for many organisations (Brown and Lent 2005).

Transferable skills can be measured, such as the language or information skills, as well as self-motivation and initiative attribute which are able to be used in the workplace (Foster 1998). This kind of skills tends to be learned by trying to anticipate potential environments of application so that they can be transferred easily. The process is mostly set up the bridges between knowledge levels and capabilities whereby increases transferability (Hakkarainen et al. 2004).

An inventory of transferable skills categorises into forty basic skills, such as the basic skill of communication can be separated into the specific skills of questioning, interviewing, listening, and writing. Most of these skills are developed naturally from all aspects of people's life, and then they can transfer them to their jobs (Lock 2005).

According to those definitions of transferable skills, they are all indicating that it can be implemented as any roles in different industries because the skills come from the life upon the basic skills. This can help the people to identify the different personal skills that they have utilised in their living and working environment. However, the critical issue is that people have to comprehend the transition between the basic skills and transferable skills so that they can improve their personal development through the transferability of various jobs.

Reason for Transferability of Skills

The importance of transferable skills

Being a high extent of competitive society, it's a crucial task for people to enhance their own forces and thus they are enabled to handle the challenges in different working situations. Hence, the transferable skills can be one of the most effective competencies to those who are new graduates or returning to the working places (NJIT 2010).

It's a critical factor that people have to identify their transferable skills from the experiences of the jobs since the title of job never disclosed all the details of the actual work and the formal job description is often different from the facts. This is the reason that it's important to anatomise each previous and current job to observe varied skills used on the jobs.

After identify the personal transferable skills, it can help to discover the most suitable position in people's career depends on demonstrating at the work place. It can be also apply to the interviews to show the skills and talents to the employers.

Besides that, the transferable skills can be developed from the basic skills of the daily life, such as the language, writing, communication, organising, and self management skills. These basic skills can not be neglected because they will become the accelerant for transferable skills due to the steady foundation (Aswathappa 2005). Once the employees have improved their basic skills in their daily lives and moved on to the development of transferable skill, it would bring them higher social and economic returns.

Demands of organisation

Transferable skills are valuable to most of the employers and organisations. They would like to offer the staffs with flexibility in their career planning so that they can obtain the transferable skills from a variety of activities (Gardner et al. 2009). For instance, after involved in a large trade event, the employees might gain or enhanced the abilities of teamwork, leadership, and effective communication.

In addition, many employers are using on-the-job tests to evaluate the degree of multi-task skills so that they can be trained properly to develop the transferable abilities (Mathis and Jackson 2008).

The transferable skills of the employees can help to meet the organisational requirements, utilise the services properly, and increase the efficiency (Randhawa 2007). It also tends to a wide range of capacity at same level when the company is recruiting new staffs (Marchington and Wilkinson 2005).

It can be discovered from the job requirements of the organisations which prefer their staffs to gain the transferable skills in order to increase its productivity and working effectiveness.

Implementations

The needs of transferable skills

The transferable skills have become an important aspect for the organisations to measure and evaluate their staffs. The employers will discover the potential of the employees to perform in other roles at same

level. The performance can help the company to decide that the developmental needs of the employees and the next paces within the company (Bohlander and Snell 2008).

The skills are totally based on the work performance rather than entirely on accessibility and knowledge due to the flexible qualifications (Brown and Lent 2005). For example, the needs of the skills will include assertiveness, negotiating, persuading and influencing, indentifying key issues, data analysis, organising work individually, etc. This can occur to the employees that they are able to listen effectively to the details of a project meanwhile expressing the idea immediately in the meetings.