

## Skills with Intangibles

When you look at your skills with intangibles, the object is information, ideas, data or thoughts.

Start by describing the intangibles you've worked on or with, or used in the past. Some of the following examples might help jog your memory:

analytical reports	meetings	specifications
company accounts	pictures	statistics
drawings/designs	plans	strategy
facts	policies & procedures	surveys & reports
financial records	questionnaires	systems
financial statements	records	training sessions
Internet	research reports	user groups
manuals	seminars	videotapes

Next, think of an action word that best describes what you like doing with the intangible object above. Use the Action Words (Verbs) in Chapter 3, Figure 3.1 to help jog your memory.

For example, suppose you said “plans” as the form of information because you are, or have been, responsible for developing and preparing marketing plans, and you think you're good at it. Alternatively, had you not thought of “plans” right away, when you went down the list of action words, you would have stopped at “developing” and/or “implementing” and thought about all the marketing plans you worked on in the past. Be specific and use “marketing plans” instead of just “plans.”

**Tips:** If you have difficulty coming up with examples of what you like to do with information or ideas, think about how you might use information or ideas. For example:

- You use it as a source to accomplish something or to help reach decisions.
- You use it in your job to complete a task or reach decisions.
- You use it as an output that results from your work.

Consider:

- What information do you create at work?
- What information do you use at work?
- What information or ideas do you give others?
- What do you use to manage others?
- What do you prepare to give to others?
- What do you do to monitor work or projects?

Enter in column 1 in the table below the types of information or ideas that you like working with or using, referring to the list of examples on the previous page to help jog your memory. Next, enter in column 2 what you like doing with that information or idea.

1. What is the intangible?	2. Describe what you like doing with it (action words).
<i>Marketing plans</i>	<i>Developing and implementing</i>