

BUILD YOUR SKILLS AND TELL YOUR STORY

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THE MARKET CHANGED. DID ANYONE TELL YOU?

ADAPTING TO NEW REALITIES

The rules you mastered no longer fully apply. **That's not your fault.**

Employers now hire on demonstrated skills AND narrative. Not just résumés.

The instinct to ask 'what do I do next?' is exactly right. We're going to answer it.

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WHAT IS HAPPENING IN THE MARKET?

THE NEW REALITIES

- AI is a scapegoat; market uncertainty is the real cause
- How do you minimize the perception of risk?
- More opportunities than ever for consulting and gig work

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HOW AN ECONOMIST LEARNED TO TELL STORIES

Trained to speak to economists.

COVID disrupted education

A photography hobby led to a career shift

Skills I found by accident, mentorship, community-building,
and content creation

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The Insight

*“The skills you build
in one context
always transfer to
the next. Always”*

Your industry will change.
Your skills don't disappear.

SMALL STEPS, BIG OUTCOMES

INCREMENTAL PROGRESS

Each small step taken contributes to **significant growth**, proving that consistent efforts can lead to impressive achievements over time.

BUILDING MOMENTUM

As you accumulate **small wins**, you create momentum that fosters confidence, encouraging further actions and paving the way for bigger successes.

EMBRACING CHANGE

Adapting to new challenges through gradual changes allows you to develop resilience, ultimately transforming your approach and enhancing your skill set.

UNCOVERING YOUR HIDDEN SKILLS

RECOGNIZING AND ARTICULATING YOUR VALUE

- You possess transferable skills
- Human capital is a valuable asset in any field
- Skills visibility is key to career advancement
- Ask others about the value you bring
- Different industries recognize similar skill sets, but communicate them differently





**THE KEY TO THE
GAME IS PRODUCT
DIFFERENTIATION**

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THE CEREAL GAME



YOU HAVE MORE SKILLS THAN YOU THINK.

What did people come to you for?

Not your job description— What did colleagues actually ask you to handle?

What did you do that nobody else wanted to?

Those tasks you took on without being asked— that's your differentiation

What felt easy that others found hard?

Your greatest skills are often invisible to you because they're effortless.



Your turn. 2 minutes.

- 1** People came to me for _____
•
- 2** I used to do _____ that no one else wanted to.
•
- 3** Something I did easily that others struggled with: _____
•



Zoom: type your answers in the chat — we'll share a few.

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WHAT THE MARKET WANTS

C RITICAL THINKING

The ability to read and interpret data is crucial; businesses value individuals who can analyze information and draw actionable insights from it.

A DAPTABILITY

Adaptability is a key trait in today's workforce, allowing employees to switch between tasks seamlessly and learn new skills quickly as needed.

S TORYTELLING

Employers seek professionals who excel in **both written** and verbal communication skills to foster effective collaboration and engagement across teams.

E MOTIONAL INTELLIGENCE

the ability to be self-aware, manage teams, and build trust and credibility. Employers seek professionals who can read a room, draw on genuine experience, and craft narratives that move people — not just inform them



Tell your story...





TRANSFORMING YOUR NARRATIVE

YOUR PAST EXPERIENCE

Before: Many professionals struggle to articulate their journey in a way that resonates with future employers or opportunities.

YOUR FUTURE DIRECTION

After: Crafting a clear narrative enables you to showcase how your experiences translate into valuable skills for potential employers.

YOUR FRAMEWORK

Before / Bridge / After

Three sentences that change how people see you.

BEFORE

Where were you?

"I spent 18 years leading operations for a regional manufacturer..."

BRIDGE

What shifted?

"...the plant closed in 2024, and I realized everything I'd built could work anywhere..."

AFTER

Where are you going?

"...so now I'm bringing that same operational expertise to companies that need to scale their production systems."



SEARCH AND COMMUNICATION STRATEGY

LINKEDIN AS A STORYTELLING PLATFORM

LinkedIn is not just another job board; it is a **publishing platform**. Treat your profile as a living document that showcases your journey. Use your headline to convey your next story, craft your summary in the Before-Bridge-After format, and highlight outcomes instead of duties.



Dr. Abdullah Al Bahrani

Economist | Giving leaders the economic edge to
act decisively





ENGAGE WITH YOUR AUDIENCE

Post regularly to demonstrate your skills and insights. Aim for at least one informative piece per week, and engage with your network. The goal is to build a narrative that reflects your growth, expertise, and professional story, attracting opportunities aligned with your journey.

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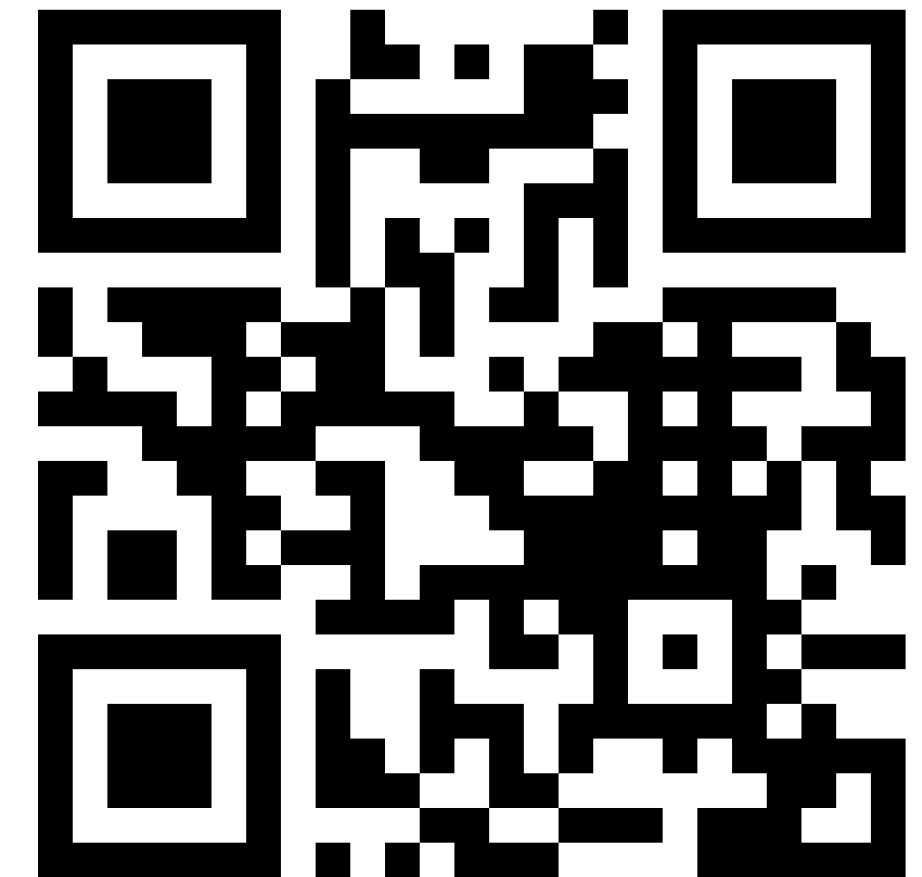
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