

00:00 (upbeat music)
00:02 - You add it to your resume
00:03 because it's a signal to the marketplace
00:05 that says this is what I'm interested in.
00:07 This is what I'm good at.
00:08 This is where I have knowledge and skill.
00:10 So the resume is your signaler.
00:12 The second place that you do it is verbally
00:14 when you're having discussions with your manager
00:16 about a promotion, when you're having discussions
00:18 with your interviewer about your new job.
00:20 You're also telling them there, so that again,
00:23 you're letting them know that you have this extra specialty
00:27 this extra expertise in this area.
00:31 So they now are aware of it
00:32 and can use it in their decision-making process.