

FUTURE NEEDS OF EMPLOYERS

EMPLOYERS RATE THESE SKILLS MOST HIGHLY WHEN EVALUATING APPLICANTS



PROFESSIONALISM
& WORK ETHIC



WRITTEN & ORAL
COMMUNICATION



CRITICAL THINKING
SKILLS



PROBLEM SOLVING
SKILLS



TEAMWORK
& COLLABORATION



ETHICS & SOCIAL
RESPONSIBILITY

-NATIONAL ASSOCIATION OF COLLEGES & EMPLOYERS STUDY 2008-

SUPERVISORS RATED THEIR ENTRY-LEVEL EMPLOYEES

RATINGS ARE AN AVERAGE BASED ON A FIVE POINT SCALE

DETAIL ORIENTED



2.71/5

WRITING SKILLS



2.75/5

CRITICAL THINKING



2.79/5

TIME MANAGEMENT



3.14/5

-SURVEY OF PUBLIC RELATIONS MANAGERS BY VICKI TODD 2014-

NON-ACADEMIC RESEARCH HAD SIMILAR FINDINGS:

500
SENIOR EXECUTIVES



OF RESPONDENTS CLAIMED
THAT AMERICANS LACK
SOFT SKILLS MORE THAN
ANY OTHER SET OF SKILLS.

-SURVEY IN US BY ADECCO USA-

63,000
MANAGERS

THIS % OF RESPONDENTS BELIEVE
COLLEGE GRADUATES LACK
THESE SKILLS:

60%



CRITICAL THINKING

56%



DETAIL ORIENTED

46%



COMMUNICATION

46%



LEADERSHIP

44%



WRITING SKILLS

39%



PUBLIC SPEAKING

-SURVEY IN US BY Payscale-