Staying Marketable In Divergent Economies

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THE BAD NEWS

U.S. Unemployment Rate is 7.6%

(National Conference of State Legislatures, June 2013)
THE IRONY

Many employers still can’t find
The kind of talent they need

(Source: Recruiting Trends 2012-2013, 42nd Edition, MSU)
THE GOOD NEWS

You Can
Fill The Skills Gap
By Giving Employers
What They Want
If You . . .
“You can get everything you hope for—and more—if you take personal responsibility for the design and construction of your education. The key is to be your own ‘general contractor’, the one who puts all of the pieces of a higher education together according to a careful personal plan.”

(Henry J. Eyring, Major Decisions, p. xi, 2010)
So What Do Employers Want?

“At the recent Rethinking Success Conference at Wake Forest University, Dr. [Phil] Gardner described the ideal job candidate as a ‘liberal arts student with technical skills’ or a ‘business/engineering student with humanities training’— in other words, a T-shaped candidate.”

(source)
“... T-shaped professionals... are the most sought-after workers in today’s extremely competitive world. ... [because they possess] an in-depth specialized knowledge in one or two fields. ... [and] the complementary ... ability to apply knowledge across disciplines,... outside [their] area of expertise. ...”

(http://www.psychologytoday.com/blog/career-transitions/201204/career-success-starts-t)
TRANSFERABLE & PERSONAL MARKETING SKILLS

Ability to Apply Knowledge Across Situations

1. Working in a Diverse Environment
2. Managing Time & Priorities
3. Contributing to a Team
4. Navigating Across Boundaries
5. Acquiring Knowledge
6. Thinking Critically
7. Performing with Integrity
8. Developing Professional Competencies
9. Communicating Effectively
10. Solving Problems
11. Balancing Work & Life
12. Embracing Change

INDUSTRY-SPECIFIC COMPETENCIES

Specialized in field(s) & system(s)
YOUR NEXT STEPS TO MARKETABILITY

1. Gain knowledge/experience in multiple industries/areas

2. Develop the top 12 essential skills that employers want in college graduates

3. Learn to successfully market yourself to potential employers
12 Essential Skills for Success
Sought By Today’s Employers

1. Working in diverse environment
2. Managing time & priorities
3. Contributing to a team
4. Navigating across boundaries
5. Acquiring knowledge
6. Thinking critically
7. Performing with integrity
8. Developing professional competencies
9. Communicating effectively
10. Solving problems
11. Balancing work & family
12. Embracing Change
WHEN CHOOSING HUMANITIES+ EXPERIENCES

Select options that will enable you to:

(1) Acquire knowledge/expertise in multiple areas/systems,

(2) Develop/enhance the 12 Essential Skills that are most sought after by today’s employers, and

(3) Learn how to successfully market yourself and your value to potential employers
## HUMANITIES+ EXPERIENCE RESOURCES

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