



(Coplin, Bill (2003). *10 things employers want you to learn in college*. Ten Speed Press, Berkeley, CA.)

10 Things Employers Want You to Learn in College

Bill Coplin

**Qualities
Skills**

Importance of Candidate Qualities and Skills

Communication skills (verbal and written)	4.69
Honesty/integrity	4.59
Teamwork skills (working with others)	4.54
Interpersonal skills (relating to others)	4.50
Strong work ethic	4.46
Motivation/initiative	4.42
Flexibility/adaptability	4.41
Analytical skills	4.36
Computer skills	4.21
Organizational skills	4.05
Detail oriented	4.00
Leadership skills	3.97
Self-confidence	3.95
Friendly/outgoing personality	3.85
Well-mannered/polite	3.82
Tactfulness	3.75
GPA (3.0 or better)	3.68
Creativity	3.59
Sense of humor	3.25
Entrepreneurial skills/risk taker	3.23

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#1

Establish a Work Ethic

Know How To

- Kick yourself in the butt
- Be honest
- Manage your time
- Manage your money

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#2

Developing Physical Skills

Know How To

- Stay well
- Look good
- Type 35 wpm error free
- Take legible notes

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#3

Communicating Verbally

Know How To

- Converse one-on-one
- Present to groups
- Use visual displays

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#4

Communicating in Writing

Know How To

- Write well
- Edit and proof
- Use word-processing tools
- Send information electronically

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#5

Working Directly with People

Know How To

- Build good relationships
- Work in teams
- Teach others

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#6

Influencing People

Know How To

- Manage efficiently
- Sell successfully
- Politick wisely
- Lead effectively

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#7

Gathering Information

Know How To

- Use library holdings
- Use commercial databases
- Search the web
- Conduct interviews
- Use surveys
- Keep and use records

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#8

Using Quantitative Tools

Know How To

- Use numbers
- Use graphs and tables
- Use spreadsheet programs

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#9

Asking and Answering the Right Questions

Know How To

- Detect BS
- Pay attention to detail
- Apply knowledge
- Evaluate actions and policies

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#10

Solving Problems

Know How To

- Identify problems
- Develop problems
- Launch solutions

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**Extra
Credit**

**Add to Your
“Know-How Score”**

- Gain software expertise beyond Microsoft Word and Excel
- Master in-depth knowledge of any field
- Accent foreign language skills
- Emphasize artistic and music knowledge and/or skill
- Stress sports skills
- Pursue pleasure activities

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**Know-how
Score**

**Calculate Your
“Know-How Score”**

1.	Establishing a work ethic	/10
2.	Developing physical skills	/10
3.	Communicating verbally	/10
4.	Communicating in writing	/10
5.	Working directly with people	/10
6.	Influencing people	/10
7.	Gathering information	/10
8.	Using quantitative skills	/10
9.	Asking and answering questions	/10
10.	Solving problems	/10
	Extra credit	/10
	Your Know-How Score	/100

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