10 Things Employers Want You to Learn in College

Bill Coplin

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

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

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

#2
Developing Physical Skills

Know How To ……

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

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

Know How To ......

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

#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

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

#6 Influencing People

Know How To ……

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

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

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

#8 Using Quantitative Tools

Know How To ……

– Use numbers
– Use graphs and tables
– Use spreadsheet programs

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

#10

Solving Problems

Know How To ……

– Identify problems
– Develop problems
– Launch solutions

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

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