



(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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