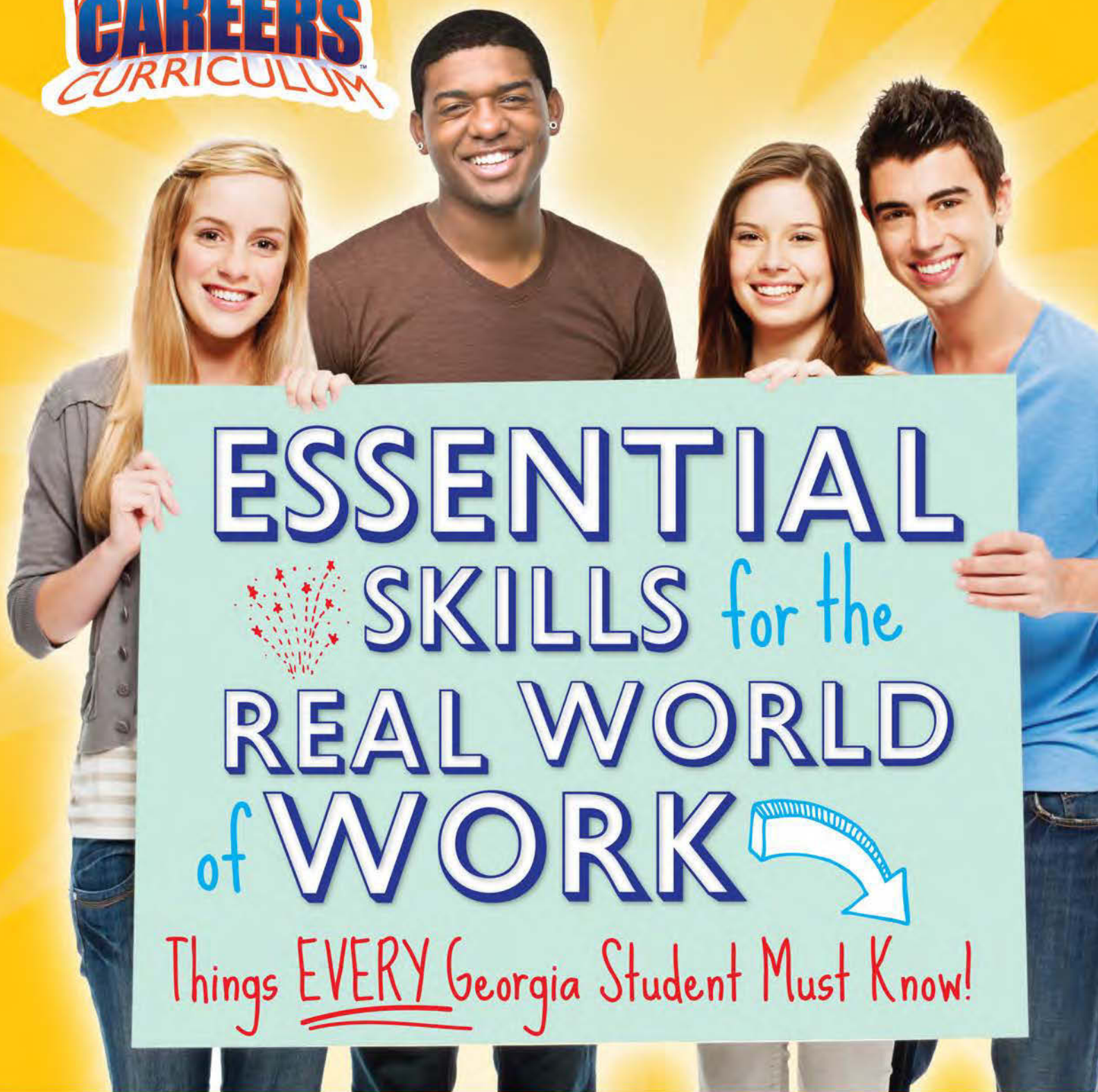


MIDDLE SCHOOL
HIGH SCHOOL
COLLEGE & BEYOND



ESSENTIAL
SKILLS for the
REAL WORLD
of **WORK**

Things EVERY Georgia Student Must Know!

CAROLE MARSH

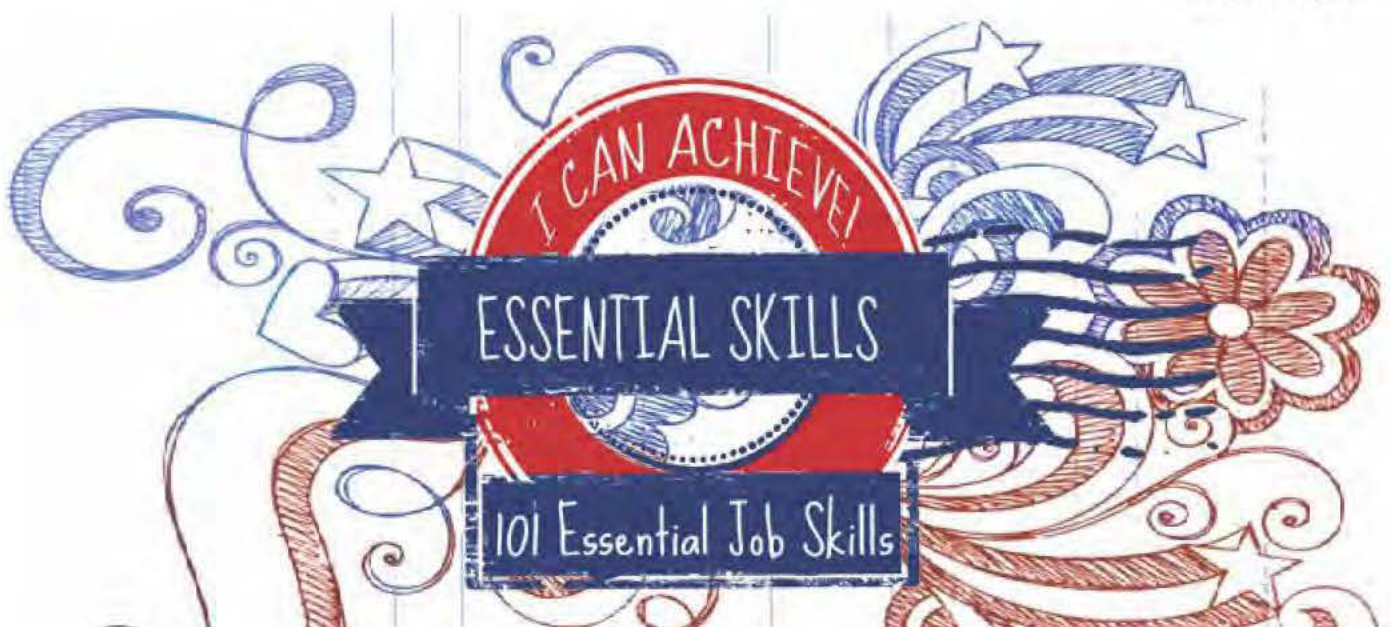
There is absolutely nothing "soft" or optional about these skills. When we keep would-be employer frustrations a secret, we've done kids a great disservice. Help them!

According to employers of businesses...

...major to small, blue collar to white, any industry or profession,
here are 101* essential job skills:

The ability to handle ambiguity...honesty...common sense...dependability...punctuality...
good communication skills...good writing...customer-oriented...creative...integrity...
good listening skills...perseverance...patience...resourcefulness...problem solving skills...
trustworthiness...can-do attitude...detail-oriented...precision...good question asker...
confidence...friendliness...cooperative...team player...undaunted...tenacious...embraces
change...resilience...good vocabulary...quick study of new things...fast learner...
quality control-oriented...calm demeanor...good temperament...imaginative...disciplined...
has discretion...inclusive...good speaking skills...appropriate dresser...good hygiene...
fast on feet...smart thinker...organized...planner...starter and finisher...goal-setter and
goal-meeter...great work ethic...takes pride in work...shares credit...good focus...
time management...neat...critical thinking skills...lifelong learner...good grades...outgoing...
good decision-making skills...no "it's not my job" attitude...competitive in a good way...
determined...responsible...passionate...technically literate...prioritizes...persuasive...
financially savvy...eager...collaborator...upbeat...maturity...informed...practical...analytical...
fact-oriented...deadline-oriented...budget-meeter...self-starter...mediator...
good interpersonal skills...leadership skills...speaks up...good stamina...ambitious...
compassionate...ethical...good etiquette...interacts...trainability...good reading
comprehension...anticipates...has backups in place...appreciative...realistic...prepared...
knowledgeable about many things...energetic...project-oriented...professional...
personable...well-educated...adventurous...innovative...curiosity...adaptability...fair...positive...
helpful...polite...open...no whiner...no complainer...solutions-oriented...caring...thoughtful...
tolerant...bold...a good follower...loyalty...humbleness...authentic...sincere...
capable...self-sufficient...takes initiative...self-monitoring...observant...achiever...tactful...
effective...good networker...no excuses...performance-oriented...encouraging...independent
worker...well-rounded...easygoing...no gossip...no drama queen/king...

*more or less





Poor Communication, Poor Skills

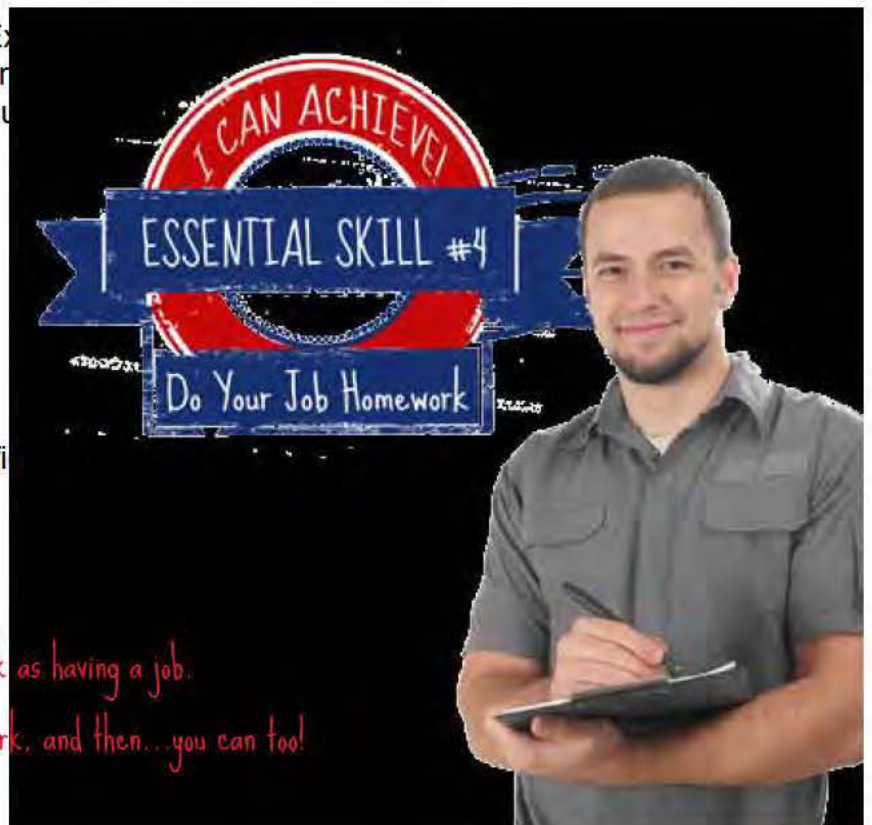


Here's an interesting "critical thinking" and "ambiguity" concept for you: What if you don't get a job, not because of what YOU do wrong, but what your INTERVIEWER does wrong? Yikes!

Often, job descriptions are too vague or too specific, when you might actually be perfect for the job. Remember, although you may be new to the business world, that does not mean others have been "in the game" that long. Their bosses might be busy or confused or rushed. So what do you do? Does it seem fair that sorting all that out is YOUR job? No matter how you feel, doing your homework and KNOWING

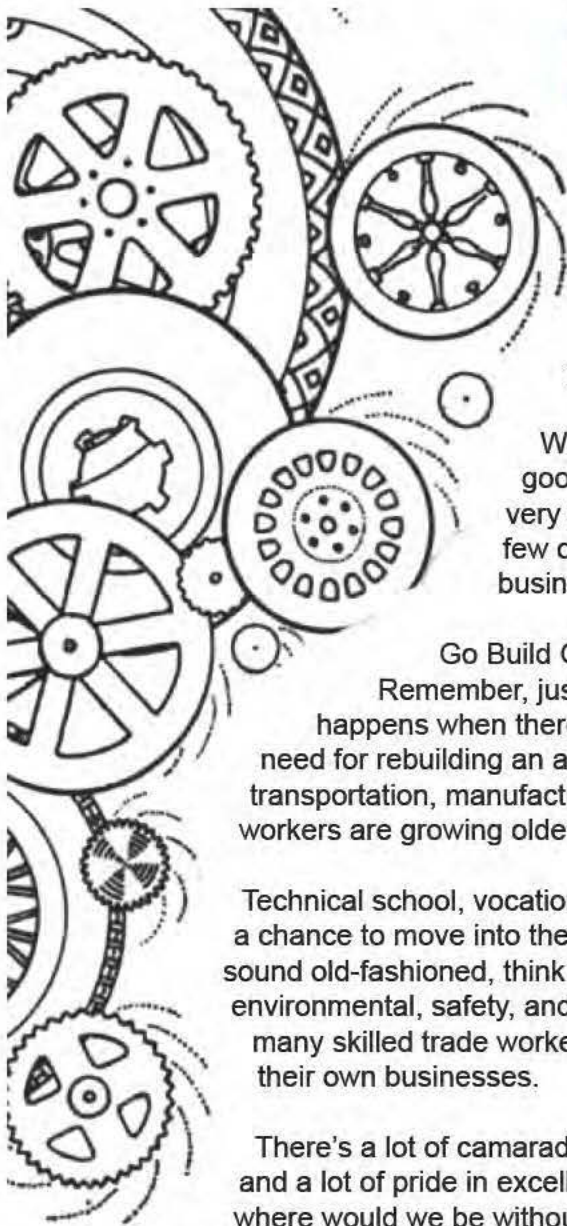
MORE ABOUT IT than the other person is a real competitive edge. Remember that in a tough economy, many talented job recruiters might be laid off, and new, less expensive and experienced, new hires replace them. Interviewers may be overworked and underpaid. But the problems of others may offer opportunities for you!

Don't be lazy! Investigate the job. Examine the essential skills required. Tailor your resume and your interview to explain how you are PERFECT for this job. It can't be a lot of bull; it has to be real. But if you can match your real talents, willingness to learn, experience, education, and other skills to the job that needs filling, you may have a strong competitive edge over the person who goes in cold, lazy, and unwilling to lay out a specific game plan to get the job.



Getting a job is just as much hard work as having a job.

Help them help you! It really does work, and then...you can too!



Skilled Trade, a "Killer Opp!"

What in the world would we do without people who work in what is generally called "skilled trades"? There is actually [JOB OPPORTUNITY ALERT!!!!] a dire need for electronics, workers in HVAC (that's heating, ventilation, and air conditioning), plumbing, and many other "trades" that require specific skills.

Whether it's as a carpenter, or other skilled trade, workers with good skills and good character are always in high demand. It is very frustrating for employers to advertise for such workers and find few or no qualified applicants! This means that they can't grow their businesses and often have to turn down lucrative work contracts.

Go Build Georgia is a statewide initiative to interest YOU in skilled trades. Remember, just because there may be a construction slowdown, now what happens when there is an upswing in new construction, or disaster creates a great need for rebuilding an area? There are also opportunities in commercial construction, transportation, manufacturing, telecommunications, and other fields. Many skilled workers are growing older and retiring; YOU can replace them!

Technical school, vocational school, apprenticeships, and other gateways offer you a chance to move into these skilled trades. Just in case you think these types of jobs sound old-fashioned, think about the exciting new trends in "green building," and the environmental, safety, and technical/technology aspects of such jobs. Also, many skilled trade workers eventually leave their employers and start their own businesses.

There's a lot of camaraderie among skilled trade workers, and a lot of pride in excellence in doing their jobs. After all, where would we be without air conditioning in the summer, newfangled waste management systems, and highfalutin' electrical fixtures that make our homes beautiful? That's not to mention high-tech fiber optics that let our home systems operate wirelessly, or welders who build our theme parks. What is built needs to be maintained, improved, and replaced...that's a lot of work. How about working in a nuclear plant?

Don't underestimate the great careers in the skilled trades, or the satisfaction of making the world go around a little—or a lot—better for everyone. Essential skills are required for these absolutely ESSENTIAL jobs!



Well, Spanx Me!



A job is what you do to make a living, make a difference, and create wealth for yourself, your family, and your heirs. There are many ways to do this, as many as you can imagine!



Sara Blakely, of Atlanta, turned the old-fashioned girdle (ever heard of that garment?) into the cool, slimming, popular, wildly-selling line of undergarments called Spanx. Today Spanx is worth \$1 billion!

Elon Musk created a company called PayPal; you might have seen it in online retail or catalog sales websites. It's worth \$2 billion!



Kevin Plank founded Under Armour, an athletic shoe and clothing company, worth \$1.1 billion.

Let's see: Shahid Khan made a fortune in auto parts, then bought an American professional football team, making him the first NFL minority owner. Shahid Khan's net worth is around \$2.5 billion.



Remember when world-famous Apple founder Steve Jobs died not so long ago? His wife Laurene inherited the company, worth \$9 billion.



BYOB...Bring Your Own Brain!

As you progress along the path from high school to additional education, jobs, and careers, it is imperative that you learn to assess both your assets and liabilities.

Possible Assets:

- Great grades
- Actual work experience
- A flair for sales
- A real people person
- Great integrity
- Good communication skills
- A desire to please
- A good listener
- Creative
- Problem solver

Possible Liabilities:

- Lazy
- A starter, not a finisher
- Fear beyond a logical reason
- Poor school performance (not overcome by improvement)
- Conceit, ego
- Feelings of inferiority; negative self-image
- Dishonesty
- Bad temper or attitude
- Self-defeating patterns
- Lack of perseverance

Both of these lists could be very long. Your job is to ADD to your assets and REDUCE your liabilities. Both of these things are very doable by one person only: YOU. Every person has personal assets and liabilities. Sometimes, it's not as easy as it might seem to tell the difference. Lackluster grades can be overcome by extraordinary accomplishments in something you excel at, for example. A poor self-image can be branded into a new you. Likewise, take any asset and MAXIMIZE it.

The important thing to bring to the table is your own brain, your own thoughts, your own natural interests, and your own feelings about what might be right for you. As Albert Einstein once said, *"Life is like riding a bicycle—in order to keep your balance, you must keep moving."*

BYOB! Increase your assets, reduce your liabilities, and end up with a pretty sweet balance sheet of the YOU that is ready, willing, and able to take the next steps to your future and career. Sit around and stew, or worry, or assume failure, or that someone else will see to these things for you: not a good idea. Pedal on! Don't lose your momentum. You're just getting started on your career quest, after all!



Eat Problems For Breakfast



I know it's easy to say, but, really, what's an acceptable alternative?

Consider the story of Ralph de La Vega, CEO of AT&T Mobility. He came to America from Cuba alone. He did not know anyone. He did not speak English. He was 10. Later, he wrote a book called *Obstacles Welcome*. Now why would he say something stupid like that? Because he said that dealing with problems just proves to you that you can deal with problems. Everyone has problems; it's how you deal with them that makes the difference.



Ralph de La Vega soon learned that it was a waste of time to feel sorry for himself and that it was much more productive to do the best he could with what life had dealt him. He even learned to seek opportunities in the obstacles that he encountered. Often, the point of view from a disadvantage can prove to be the great idea that no one else can see because they have not endured what you may have.

This extraordinary man almost failed. Since he did not speak English, his grades were poor. He had no money to continue his education. And yet, he realized that only he could limit what he might achieve, so he pressed on. He began to set goals and take risks. He had a great desire to become an engineer, so he overcame obstacles, got his degree, and sped through the work ranks to his high position.

No one wants bad things to happen, but often they are unavoidable. Those who want good things to happen—make them happen.





Associate Degree

It's nice to associate with other folks who are interested in the same things you are. One effective, time-wise, and cost-wise path to further education and a good job is to get an Associate Degree.

Let me tell you about Lindsey....

No, let's let her tell her own story!

"Hi, I'm Lindsey. I'm 22. I had average grades in school. I also had a baby. I had to drop out, but I got my GED. I got a job with a cardiologist as a file clerk. This got me really interested in the medical field. I'm pretty friendly and outgoing, so when they needed someone to check in patients, I got that job. Pretty soon I had learned to take blood pressure and do a simple in-office EKG.

I didn't have time or money to go to a four-year college, but I enrolled in a pre-nursing program at Georgia Military Academy in Fairburn. I'll get my Occupational Certificate soon and then move on to an Associate Degree. I love my work and want to be a real nurse one day, and it looks like that will be sooner than later! I had some setbacks, sure. I even had to drop out of school for a while until I made some more money. But I am on track again and my home (I still live with my mom.), school, and job are all near each other so that saves me time and money. Also, the people I go to school with are so much more mature and my teachers and fellow workers at the cardiologist's office are all so supportive. It's been great and the best is just ahead for me.

There is a career path for everyone. Actually, I'm glad I'm NOT off at some four-year college piling on the debt. I'm getting paid to learn and learning so I can get paid more. Plus, I look really good in red scrubs!"



Occupational Certificate

What can you bring to the job table? It's one thing to say what you can do. (Personnel folks generally only believe half of what is in anyone's resume, you know!) It's another to show what you can do via an occupational certificate. We can hope that you might soon be able to accumulate some of these during high school years. In the meantime, check with your school counselors, Google information on certificates in your local area, and check out vocational schools and all the other names they might go by: technical, occupational, etc., and community colleges.



Online opportunities may also be available. An occupational certificate is usually a sequence of courses that leads to a specific area of employment. It is designed for students with limited time and funds who wish to specialize in a particular job skill area.

Here are just a few of the kinds of occupational certificates you might pursue:

- ★ Administrative Assistant
- ★ Business Skills
- ★ Technical Skills
- ★ Bookkeeping
- ★ Fingerprinting Specialist
- ★ Income Tax Preparation
- ★ Management and Supervision
- ★ Child Development
- ★ Preschool License
- ★ Bilingual Teaching
- ★ Computer Applications
- ★ Office Technology
- ★ Legal Assistant
- ★ Microsoft Excel Specialist
- ★ Microsoft Word Specialist
- ★ Finance
- ★ Receptionist
- ★ Word Processing
- ★ Database Specialist
- ★ Drafting
- ★ Electronics Tech
- ★ Computer Servicing
- ★ Automated Manufacturing
- ★ Quality Control Specialist
- ★ Telecom & Network Technician
- ★ Real Estate Appraisal Specialist
- ★ Speech Therapy
- ★ Differently-Abled Children Specialist
- ★ Nursing
- ★ Business Start-up
- ★ ... AND MANY MORE



How to Get Smart

Here's one way, in spite of school, situation, career goal, or whatever. Set up a place and be faithful to these few things to add a lot of knowledge and know-how, whether that's about aardvarks or zip-lines.

- Read...one thing each day about something you don't know. It can be short.
- Save...quotes that speak to you; you'll find you refer to them often.
- Story...imagine the story of your life for a few minutes each day. What you dream, you can achieve; read the stories of other successful people—you'll be amazed at what they overcame!
- Think...just for a few seconds each day; listen to your heart and mind...they are trying to help you.
- Link...what you encounter to your world. Do you want to be part of it or avoid it like the plague?
- Focus...on one thing until you ace it, no matter how small.
- Group...with like-minded friends.
- Start...that's half the battle of finishing.



ARE YOU READY FOR WHAT COMES NEXT?

The truth is that virtually no high school student, college grad, or newly-hired employee is ready for their future. Who says?



Employers, who are often appalled at the lack of basic essential skills of hopeful job candidates



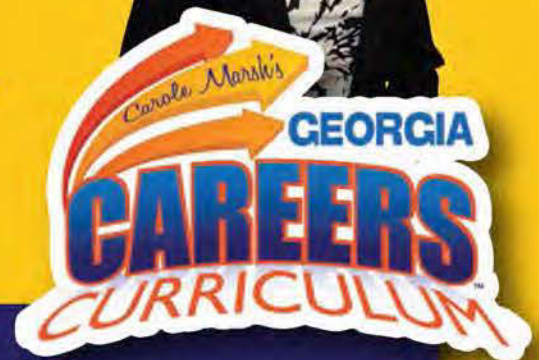
Secondary educational schools of all types, that are dismayed that so many students have to start their futures with remedial classes



Educators, who in spite of their efforts, know their students are neither ready for the real world of work, nor the rigor of additional education or training



Parents, who have a fearful assumption that their children have little readiness to pick a successful future career path



It doesn't have to be this way!

While my Careers Curriculum can't cure everything, it can offer you a candid glimpse into:

Georgia Job Tracks: 60* Great Careers—and How to Get from Where You Are...to Where You Want to Go!

*Real job success stories from Georgia's Career Pathways!

Would You Hire This Person?: A Look at Getting Hired (or Not!)...from the Point of View of Your (Possible!) Future Employer

Examples of job interviews that show what employers really expect and think!

Essential Skills for the Real World of Work: Things Every Georgia Student Must Know!

The absolutely essential skills you need to even have a chance to get a job and keep one...no kidding!

The Parent and Teacher's Guide to Helping Students Navigate the Bumpy Road from School to More School, First Job, and Career

How parents, teachers, and others can help students avoid floundering in all these areas, making false assumptions, assuming unnecessary debt, and failing to successfully launch into their future.

WORK WORDS: Job/Business/Career Words and Terms You Need to Know!

The actual real-world work words and terms you need to know before you get a job!

Business Ethics and Etiquette for Georgia Students—You MUST Know These!

The everyday ethics and etiquette of the real work world you need to know about.

"These books reverse the trend of scaring kids into believing that jobs aren't available, or that a four-year college degree is a must, or that there is nothing new and exciting under the work world sun. But here are jobs that sound like fun, lead to highly desirable careers, are truly obtainable, and while hard (as jobs can be), are just plain cool! Surely we want students to be excited about their futures and the difference they can make, while making a very good life for themselves."—James Barnard

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