**COMMUNITY STRATEGIES FOR WORKPLACE READINESS**

**Goals and Aspirations of Parents and Business Leaders**

**WHAT PARENTS WANT**
- A good person: serves others, ethical, with family and community values
- Happy and successful in a career
- Financially independent
- Lifelong learner

**WHAT EMPLOYERS WANT**
- A good person: treats others with respect, service-oriented, honest, positive
- Soft skills
- Lifelong learner

**GOOD PERSON**
- Financial Independence
- Happiness and Career Success
- Lifelong Learner

**Soft Skills Will Make or Break a Career**

Employers view a range of academic and technical skills as valuable, but prioritize soft skills as critical to a successful career trajectory.

**Soft Skills**
- Positive Attitude
- Ethical
- Problem Solving
- Resilient
- Motivated
- Results Focused
- Time Management
- Communication
- Reliable
- Emotional Intelligence
- Conflict Management

**CONFLICT MANAGEMENT**
- Ethical
- Results Focused

**EMOTIONAL INTELLIGENCE**
- Time Management
- Communication
- Reliable

**SERVICE ORIENTATION**
- Ethical
- Conflict Management

**FOCUSED**
- Positive Attitude
- Ethical
- Resilient
- Motivated
- Results Focused
- Emotional Intelligence
- Communication
- Reliability

**POSITIVITY**
- Positive Attitude
- Ethical
- Problem Solving
- Resilient
- Motivated
- Results Focused
- Time Management
- Communication
- Reliability

**COMMUNICATION**
- Positive Attitude
- Ethical
- Problem Solving
- Resilient
- Motivated
- Results Focused
- Time Management
- Communication
- Reliability

**MOTIVATION**
- Positive Attitude
- Ethical
- Problem Solving
- Resilient
- Motivated
- Results Focused
- Time Management
- Communication
- Reliability

**RELIABILITY**
- Positive Attitude
- Ethical
- Problem Solving
- Resilient
- Motivated
- Results Focused
- Time Management
- Communication
- Reliability

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Information from “Building Supports for Successful Transitions Into the Workforce: Community Conversations with Business Leaders & Parents” at www.ced.org