you know today learning advisor for career and student success programs here at pearson we would like to thank you for taking the time to join our webinar today and we'd like to have this webinar as a very interactive webinar so feel free to write your comments asking questions um whenever you need please type it in the chat box you have it on your right side and i will do my best to answer your question um during the webinar or at the end of the webinar so thanks again for joining well um how to help students make the link between academic success and career plans why do we need to create this link why do we basically need students to go beyond academic knowledge and to go beyond college itself to think what else should i do at this stage so today we will be talking about skills gap soft skills framework and then we will be discussing the link between the academic success and career plans and finally we will cover student success program first of all i'd like to share with you some statistics that we gather from our global survey conducted in pearson we found that we have around 78 individuals say that they need to do or to develop more their own soft skills we have ninety percent of uh graduate recruiters said the soft skills are between the ones uh or the top three uh ones uh or the top three factors they're looking at it when hiring people percent of individual whom we surveyed said that communication were one of the most important skills needed to go ahead in life now only that we have 60 percent of hiring managers say that fresh graduates lack critical thinking and 50 percent of managers say that fresh graduates are not really so why did we start with these statistics the idea of creating the link between your academic plan and between your career path first of all it's divided into two parts the first part is to think um am i going through the right major um am i studying the the the program that i really want uh that the market want uh what am I gonna do once i graduate what are the positions that i'm gonna apply to that's the first part we need to think of the second part we have to focus on is the soft skills do i have the right skills to pass the interview do i do i have the right skills to make potential employer go through my resume do i have the right skills to communicate with people so making the link between your academic plan and between your career path does not only depend on the major that you're studying which courses are you going to take when are you going to take it it is also depend on you are you equipping yourself with the right skills we're talking here about hard skills and soft skills as well am i equipping myself as a student with the right soft skills that is requested by the workplace that's why i i wanted to share the statistics with you at the beginning to highlight the importance of soft skills what are soft skills softer skills basically the skills that we need to communicate with people to perform our daily tasks as a at a an excellent level in tierson soft-scale 21st century skills we call it personal and social capability is a framework we have done an extensive research for a 21st century framework for um employers um requested skills or the the skills they demand we've done an extensive also research for the workplace requirement so we've done a research for the last 15 years to come up with this framework the identify six skills buckets and if each and every one of us including the students are able either to gain these skills or to capitalize on these skills they are capable of succeeding in any employment setting what are these skills as you can see it's communication critical and creative thinking leadership self-management social responsibility collaboration and teamwork so these are the skills buckets that we identify in pearson through our personal and social capabilities if i work since then every single solution we've developed in pearson is based on our framework to make sur in a way or another students are able to practice the skill or able to

identify the skill or able to assist themselves to see whether they have the skill or they don't and what to do in order to acquire the skills they need then we've after we've un identified um the framework and based on our survey we knew that there is a gap there is a gap between um graduates and workplace there is a gap