
FOR HIRING

MANAGERS

***Is College Really
Job Training??***

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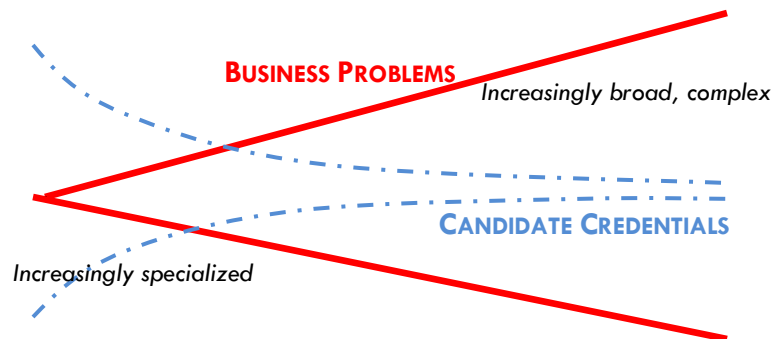
TIP SHEET

In 25 years as a hiring manager, I never once hired someone who was ready to be immediately productive right away. Never. So let's stop pretending that freshly minted business majors are job-ready. They're not.

And let's stop telling colleges to encourage students to specialize prematurely so they'll have job-ready, income-producing credentials to wave around the moment they graduate.

And while we're on the subject, let's look at what businesses really need to be successful in the unusually difficult times we find ourselves in.

In business today, competition is global. Hand-wringing uncertainty is the new normal. We face unprecedented challenges, yet we keep hiring ever more narrowly specialized employees to tackle these problems, this new world order.



Readying our entire culture for the work ahead requires courage, clarity of thought, optimism, commitment, creativity and a willingness to challenge the status quo. These kinds of abilities and qualities aren't "skills" you pick up in Marketing 301 or Advanced Linear Programming. We need workers who are educated, not skills-trained. We need a workforce prepared to deal with the unknown, rather than people who must correctly predict an outcome. We need vision and imagination, an understanding of the shared human experience. Most of all we need clarity, a willingness to recognize and embrace an idea that may be very different from what we've relied on in the past, and the ability to separate substance from drivel

College isn't job training. Hire students who are educated. They're the ones who are ready to take on the work we need done.