



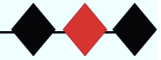
Teaching Youth the Skills Employers Really Want

**Raising the Bar 2009
Workforce Development Conference**

November 6, 2009



**Marcia Hall, Presenter
Reputation COUNTS**



MAKING A GOOD FIRST IMPRESSION

1. Handshakes

- a. *Avoid:* wimpy or too forceful handshake.
- b. *Use:* confident, friendly handshake – look person in the eye. Extend your arm, slightly bent and firmly grasp the other person’s hand. Pump your hands up and down a few times.
- c. Always extend your hands when greeting another person. There are no rules about who does it first. Stand up when introductions are made.

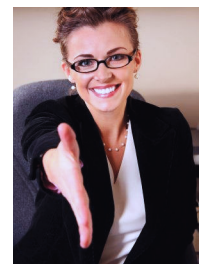
2. Eye Contact

- a. *Avoid:* looking away often, especially as new people enter the room; looking over the shoulder of the person to whom you are talking
- b. *Use:* look directly at the person, 7-8 seconds before looking away, then glance to the side, not over his/her shoulder

3. Body Position

- a. *Avoid:* moving body away so that your shoulder faces the person; having no expression or a “poker face” which creates anxiety in other person; folding arms across your chest, or hanging your shoulders.
- b. *Use:* lean forward a bit to show you are interested in the conversation; smile and nod where appropriate; use your hands to add impact when you are talking; stand with your feet slightly apart and keep your weight centered so you don’t sway.

NOTES





Modeling and Teaching Soft Skills

1. **POSITIVE ATTITUDE** – greet and make eye contact with people when you speak with them. Show enthusiasm for your work.

a. ***Model/teach behavior***

- Smile when you greet others.
- Make eye contact when talking to other people.
- Practice shaking hands correctly and incorrectly so that the client feels the differences.
- Explain and demonstrate body gestures that create impressions, both good and bad, such as sitting with good posture versus putting your head on a desk.

b. ***Assess behavior***

- Watch how your client greets others.
- Compliment client when he/she demonstrates good eye contact, good posture and a positive attitude.

2. **COMMUNICATION SKILLS** – use appropriate language both verbally and in what you write, watch your tone as you speak, proofread everything, practice good e-mail etiquette.

a. ***Model/teach behavior***

- Show client examples of bloopers in resumes, cover letters, and other job-related documents to see if he/she can uncover the mistakes.
- Demonstrate different vocal tones with the sentence, “I am really interested in this job.” Talk about the meanings each conveys.
- Make certain that all e-mails sent to clients are grammatically correct and that they employ e-mail etiquette.

b. ***Assess behavior***

- Send e-mails that require responses to determine if the return message is appropriate. Review mistakes with client.
- Listen to how well a client talks on the phone. Can you easily understand the person? Is the vocal quality pleasing? Is the rate of speech rushed, too slow or just right?

RESOURCE: www.reputationcounts.com

- Sign up for weekly workplace tips from local employers
- Read articles about reputation



Self Assessments

On a scale of 1-5, (1 is never and 5 is constantly), assess yourself several times. See what improvements you can make.

Positive Attitude

Never Constantly

Do you smile when greeting and talking with people?	1	2	3	4	5
Do you make eye contact when you speak to others?	1	2	3	4	5
Do you speak with a “smile” in your voice?	1	2	3	4	5
Do you sit and stand with good posture?	1	2	3	4	5
Do you show enthusiasm and interest?	1	2	3	4	5

Communication Skills

Never Constantly

Do you proofread everything you write?	1	2	3	4	5
Do you use appropriate language when speaking to people other than your friends?	1	2	3	4	5
Do you use e-mail etiquette when corresponding with others?	1	2	3	4	5
Do you correct grammatical errors in everything you write?	1	2	3	4	5
Do you avoid speaking too fast or too slowly?	1	2	3	4	5

TOTAL

Desired Score: 50

How did you do?

ABOUT YOUR PRESENTER: Marcia Hall

Marcia Hall, founder of **Reputation COUNTS**, speaks to students, interns and new employees about appropriate workplace behavior and the importance of demonstrating soft skills. She explains what employers expect and tells participants what they can do to make a great impression, particularly as the “newbie.” She is the award-winning author of *Navigating Newbie-ism: 12 Simple Ways to Thrive in Your First Job and Career*, *The College Student's Guide*. Her latest book, *Jumpstart Your Job: 12 Simple Ways to Shift Your Career into High Gear*, stresses the importance of a personal reputation and what attributes employers really value.

Marcia also helps people develop effective networking skills. As a Certified Contacts Count Trainer, Marcia gives seminars that show participants how to network comfortably while demonstrating character and competence to others. Her clients include business organizations, educational institutions, nonprofits and governmental agencies.

With over 20 years experience in nonprofit management as well as writing and training expertise, Marcia is an adjunct faculty member at Anne Arundel Community College and writes a monthly business column called “Soft Skills at Work” for the *Capital/Gazette Newspapers* in Annapolis, Maryland. Before starting her own business, Marcia was an Outreach Coordinator for Anne Arundel Community College and the Executive Director of the West Anne Arundel County Chamber of Commerce in Maryland for 11 years.

Marcia is a member of the National Speakers Association, the American Society of Training and Development, and the Society for Human Resource Management. She is the Chair-Elect for the Baltimore Washington Corridor Chamber of Commerce.

Marcia can be reached at **410-987-0857** or marcia@reputationcounts.com

Books by Marcia Hall:



Navigating Newbie-ism: 12 Simple Ways to Thrive in Your First Job and Career. The College Student's Guide

Award-Winner of the National Indie Excellence 2007 Book Awards and USA Book News Best Books 2007, Education/Academic Category

Jumpstart Your Job: 12 Simple Ways to Shift Your Career into High Gear

Lifelong resource for the current and future employees.

Helpful for graduating seniors or students with internships



INFORMATION:

www.reputationcount.com

410-987-0857

Raising the Bar 2009

Teaching Youth the Skills Employers Really Want

Marcia Hall
Reputation
◆ COUNTS

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Topics

- Identify workplace skills employers expect
- Teaching and modeling soft skills
- CONNECT! Coalition in Anne Arundel County

Soft Skills Defined

- Personal attributes – responsibility, integrity, motivation
- Interpersonal skills – communication, good manners, working well with others

Importance of Soft Skills

- Hard skills help you get an interview.
- Soft skills help you get, and very importantly, KEEP the job.

Skills Employers Value Most

1. Attitude
2. Communication skills
3. Work ethic

How Impressions are Formed

- How you look
- What you say
- What you do

How We Communicate

- Verbal
 - Vocal
 - Non-verbal
-

Communication Skills

- Proofread everything you write.
 - Use e-mail etiquette.
-

Proofread Everything You Write

- Ushers will eat latecomers.
 - Ushers will **s**eat latecomers.
-

Proofread Everything You Write

- A song fest was hell at the Methodist church Wednesday.
 - A song fest was held at the Methodist church Wednesday.
-

Proofread Everything You Write

- Pastor is on vacation. Massages can be given to church secretary.
 - Pastor is on vacation. **M**essages can be given to church secretary.
-

Proofread Everything You Write

- Our next song is "Angels We Have Heard Get High."
 - Our next song is "Angels We Have Heard **O**n High."
-

Proofread Everything You Write

- Smoking is beneficial to women's health.
- Smoking is **not** beneficial to women's health.

Email Etiquette

this is a reminder of the meetig on nov. 17, 2009 at abc company. BTW - i will bring copoies of the report ☺

Email Etiquette

This is a reminder of the **meeting** on **Nov.** 17, 2009 at **ABC Company**. BTW - **I** will bring **copies** of the report. ☺

Email Etiquette

This is a reminder of the meeting on Nov. 17, 2009 at ABC Company. **BTW** - I will bring copies of the report. ☺

E-mail Addresses

- Sixpackjack@

The CONNECT! Coalition

Anne Arundel County

CONNECT!
In the Workplace....Everyplace!

CONNECT! Coalition Background

- ❑ Inspired by common concern of employers, parents, teachers....
- ❑ Modeled after *Choose Civility* in Howard County
- ❑ Kickoff Event in February 2009
- ❑ Project of Anne Arundel Workforce Development Corporation

CONNECT!
In the Workplace.....Everyplace!

CONNECT! Coalition Vision

Anne Arundel County students, employees, and citizens demonstrate outstanding personal attributes and behaviors every day.

CONNECT!
In the Workplace.....Everyplace!

CONNECT! Coalition Mission

To teach and model the types of indispensable behaviors and basic workplace skills employers expect of their workers.

CONNECT!
In the Workplace.....Everyplace!

CONNECT! Organizational Structure

- ❑ Steering Committee
- ❑ Subcommittees
- ❑ Advisory Board (to be convened)

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CONNECT! Subcommittees

- ❑ Program & Curriculum
- ❑ Marketing
- ❑ Funding

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CONNECT! Coalition Partners

- ❑ Annapolis Youth Services Bureau
- ❑ Anne Arundel County Department of Social Services
- ❑ Anne Arundel County Public Schools
- ❑ Anne Arundel County Public Library
- ❑ Anne Arundel Workforce Development Corporation
- ❑ Arundel Lodge
- ❑ Baltimore Washington Corridor Chamber
- ❑ Governor's Workforce Investment Board
- ❑ Leadership Anne Arundel
- ❑ North County High School
- ❑ Northern Anne Arundel County Chamber
- ❑ South River High School
- ❑ South Anne Arundel County Rotary Club
- ❑ Southern Anne Arundel Chamber
- ❑ Southern High School
- ❑ The Volunteer Center of Anne Arundel County
- ❑ Woodland Job Corps

CONNECT!
In the Workplace.....Everyplace!

CONNECT! Employer Survey

1. Attitude 92.8%
2. Communication skills (email, cell phone usage) 91.0%
3. Work ethic 90.1%
4. Integrity 76.6%
5. Great customer service 75.7%



CONNECT! Coalition Activities

- Get the Word Out!
 - Posters
 - Bookmarks
 - Bumper Stickers
 - Website



CONNECT! In the Workplace.....Everyplace!

- Have a positive attitude.
- Be on time.
- Use appropriate language.
- Respect everyone.
- Listen.
- Do your best.
- Admit mistakes.
- Dress appropriately.
- Be willing to learn.
- Help others.
- Ask for help when you need it.
- Be honest.
- Say "Thank you."
- Smile.

Bumper Sticker

CONNECT!
In the Workplace.....Everyplace!

CONNECT! Coalition Activities

- Training
- Book Lists
- Workplace Skills Boot Camp-2010



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