



PRESENTATION HIGH SCHOOL

CAREER EXPLORATION OFFICE YOU ARE WHAT YOU WRITE

THE FACTS ABOUT WRITING:

- Less than 60% of college graduates have “acceptable” writing skill as judged by the top 400 employer survey of hired graduates
- Verbal communication skills are at a similar low ranking
- Written analysis skills are the highest demand skills of the top 400 employers, that is, the ability to condense, integrate, assimilate, and disseminate information is the top critical skill lacking new college employees
- Grammar is important, but content is king

CAREERS THAT DEPEND UPON ENGLISH AND WRITING:

- Everything from Law to Math to Physics to Medicine to Business
- Whatever career you choose, you will be more successful if you can write and communicate effectively

WHAT YOUR WRITING SAYS ABOUT YOU:

- Your written I.Q. is more important than your mental I.Q. How will people know the quality of your ideas if you can't communicate them?
- Some of the most critical events in your life will depend on how well you write. Your SAT, College application, getting a job, resume, work promotion, friendships, resolving conflicts and disputes, financial aid, meeting your future spouse, getting a work promotion, getting a patent for an invention, approval for a new drug you created, winning a case, winning a Pulitzer Prize, selling a screenplay, selling an idea, saving your job
- The electronic world makes a publisher out of everyone. Gmail, Twitter, Instagram, Facebook, LinkedIn to name a few. One sentence sent to the wrong person with the wrong context is all it takes.
- You will never know who will see what you write and it lasts forever
- A sloppy writer is a sloppy thinker
- If it can't be put on paper, it can't be implemented
- A wordy writer is an unorganized person
- A flashy writer is a person full of hype, not substance
- The best interview in the world can be negated by a poor follow up letter
- Actions speak louder than words, but your words will determine what actions will speak loudest

SO WHAT DOES ALL THIS MEAN ANYWAY?

- When you “have” to read about something boring and write about it just think of it as a task that your boss at work will some day ask you to do.
- It all boils down to communication. Connecting an idea with other people will make your career soar.
- To succeed in college and beyond it's not about what you will learn, how much you know, how smart you are, but how good you are at connecting all of your knowledge, experience, and skill to what makes your company better than its competition. Write well and you'll live “right”.