

What's the point of enterprise skills to employers?

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What's on the table

- Graduate marketplace
- What employers want
 - And why?
- How students can showcase their talents and maximise their impact upon recruiters
- Employers and educators – working together



"Son, there's a world out there ripe for the taking.
You better stay home with me."

Enterprise Rent-A-Car



\$17.8 billion
in annual revenue



83,000
employees



1.5 million
vehicles



Ranked #15
on Forbes Top 500 Private
Companies in America



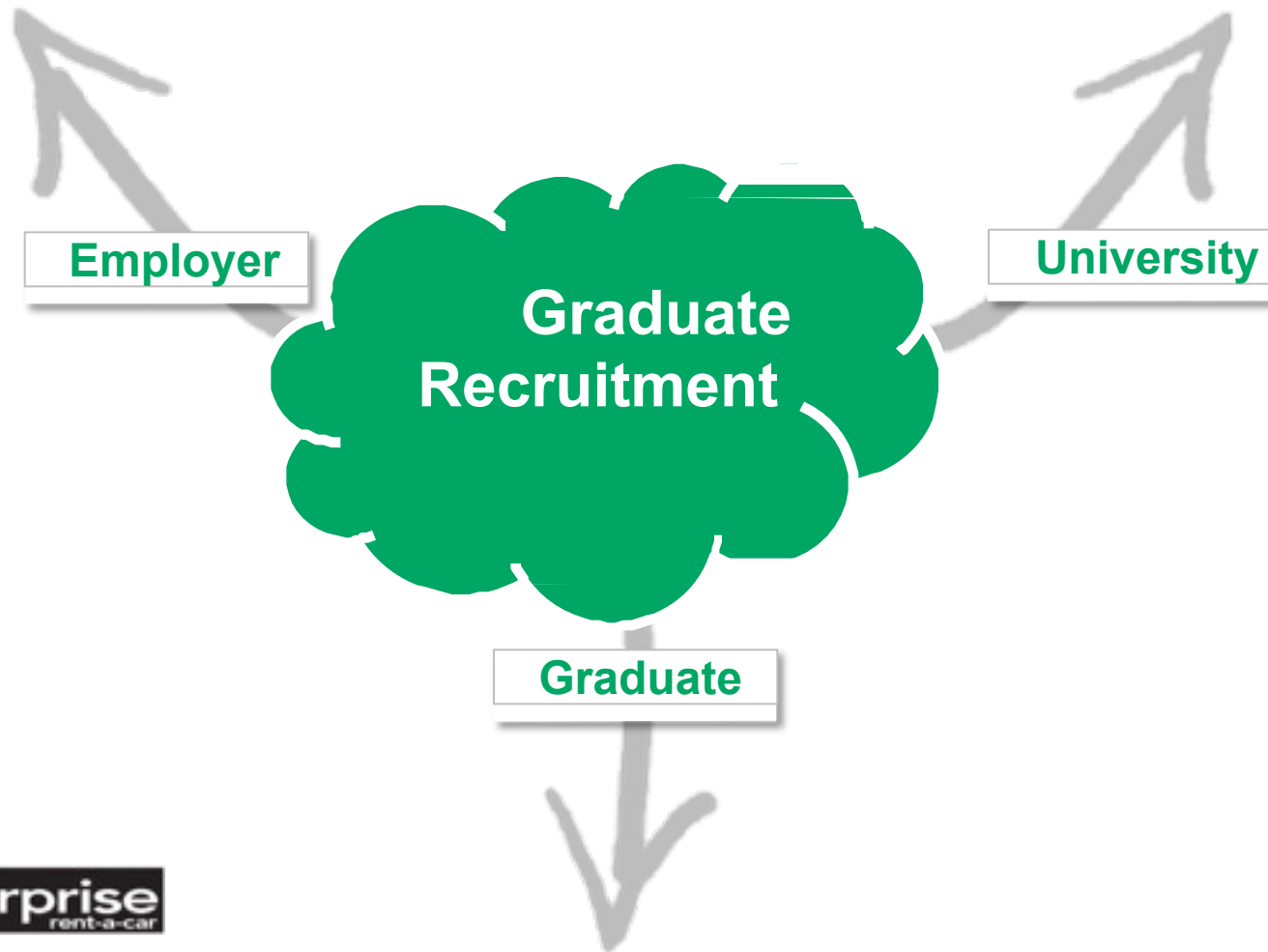
8,600
neighbourhood
and airport
locations



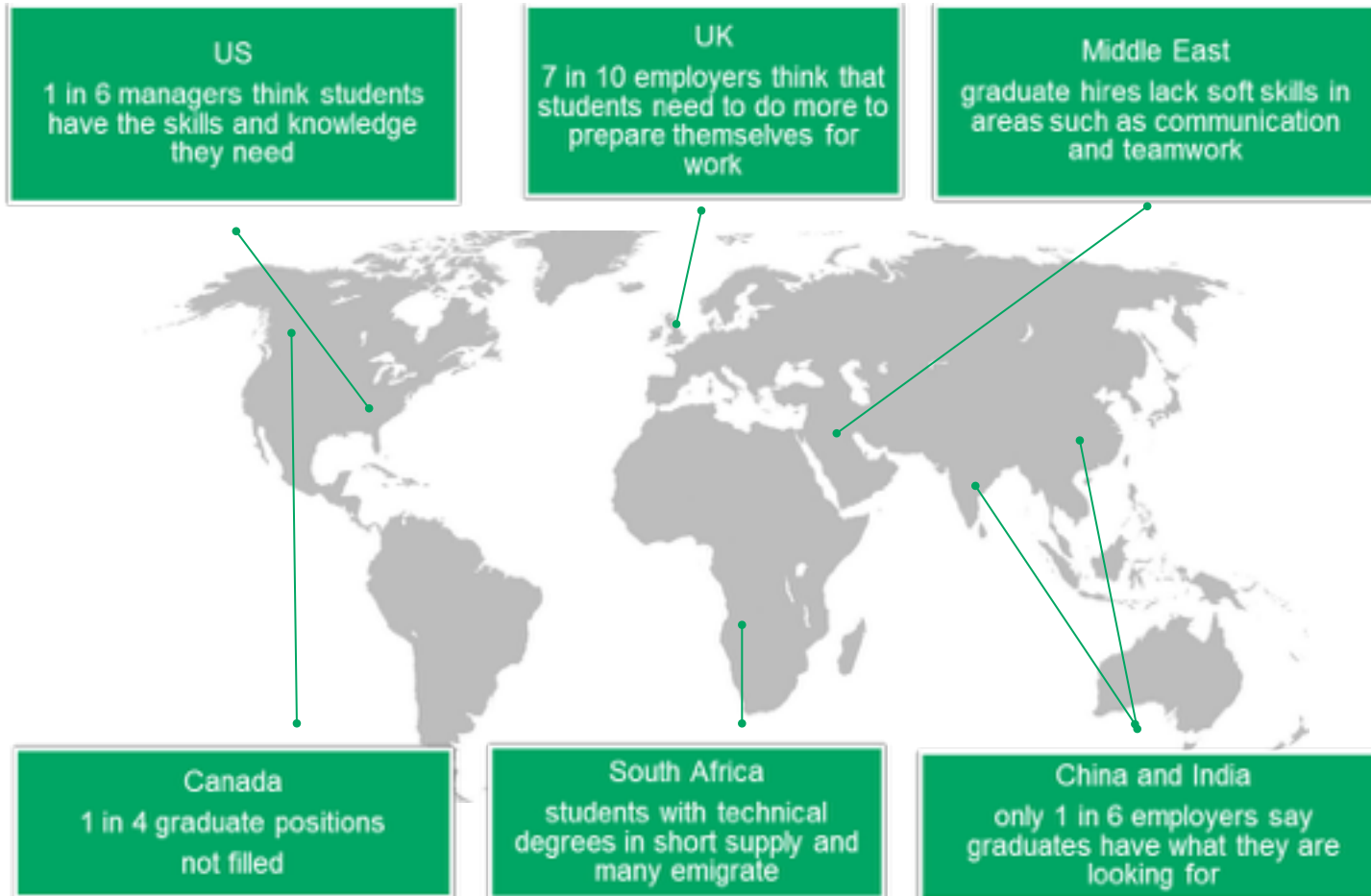
BBB+, Baa1
only investment-grade
car rental company



Everyone wants something different...



Worldwide employment landscape



Recruitment data

- 78% of graduate recruiters experienced 50% more applications in the academic year 2014/2015 than in 2013/2014
- Three quarters of employers are still looking for graduates with a 2:1 degree classification
- 72% of privileged young Britons admitted to having used family connections to secure a work placement
- Those who attend private schools are twice as likely to get internships in London compared to state educated children

Source: AGR

Employers want to know...



What are employers looking for?

1. Ability to verbally communicate with people inside and outside of the organisation
2. Ability to work in a team structure
3. Ability to make decisions and solve problems
4. Ability to plan, organise and prioritise work
5. Ability to obtain and process information
6. Ability to analyse quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programmes
9. Ability to create and/or edit written reports
10. Ability to sell or influence others

Source: NACE

Top ten skills shortages among graduates

1. Commercial awareness
2. Communication skills
3. Leadership
4. Ability to work in a team
5. Problem solving
6. Conceptual ability
7. Subject knowledge and competence
8. Foreign languages
9. Numeracy
10. Good general education

Source: Association of Graduate Recruiters

Commercial awareness

Staying up to date on daily happenings and development in the business and commercial world

An interest in business and an understanding of the wider environment in which an organisation operates

Understanding of the economics of the company and understanding the business benefits and commercial realities from the company's and the customer's perspective

Awareness of the need for and a knowledge of the market place in which a company operates

The skills almost everyone needs to do almost any job



Why are enterprise skills important?

- Major criteria for selecting candidates
- Improves knowledge of a particular industry or company and ultimately assists with career choice
- More to discuss in the interview
- Able to hit the ground running once they start with the company

How employers “test” for commercial awareness

Application forms and interviews

- Academic history
- Work experience
- Online tests
- Write/talk specifically about a current commercial issue which has attracted attention

Assessment days

- Employers test commercial awareness at this stage in a practical fashion



Core competencies

- Commercial awareness
- Sales aptitude
- Communication
- Leadership
- Work ethic/results driven
- Customer service aptitude
- Flexibility



How graduates can obtain enterprise skills

- Work experience
- Internship
- Volunteering
- Societies
- Classroom leadership
- Skills awards



How students can maximise impact on graduate recruiters

- Have a story to tell
- Succinctly communicate what they've done
- Align with organisations that attract employers – like Enactus, Bright Futures and AIESEC
- Know the company's story – do research
- Understand that social media is important
- Sales aptitude

Working together – educators and employers

University of Leicester

- Future Leaders Award
- Careers service
- Advisory board
- Interaction with Vice-Chancellor
- Social mobility debates – activity with Henrietta O'Connor
- Recruitment on campus
- Alumni
- Employers collaborating together

Thank you

