

A UK survey in 2007 of 300 top companies showed the following information from their Human Resources Managers.

The % of firms indicating qualities that they looked for in recruitment if the applicant was applying from university.

1	Verbal communication skills/speaking	84%
2	Enthusiasm	81%
3	Written communication skills/reports	72
4	Some type of work experience/organisation	70
5	The class of degree	68
6	Problem-solving and thinking skills	67
7	Transferable skills/personality/leadership	67
8	Team-working	67
9	Numeracy and basic number handling	67
10	Business awareness	62
11	IT skills	59
12	Self-reliance	54
13	A Level grades	54
14	Subject taken	38
15	Sports and hobbies	27
16	Second language	22
19	Gap Year	21
20	GCSE grades	17
21	Travel experience	12

- In the top 8 there are 6 soft skills.
- In the majority of applications made, the subject is not relevant.
- Surprisingly, IT and Gap Year experience is low down the list.
- This assumes that the interview has not taken place and that first impressions have not been considered.
- The survey only covered businesses and so public organisations and professions are not covered.
- There is a clear gap between the first two on the list and the remainder. Speaking skills and enthusiasm!