

FREE Research Report

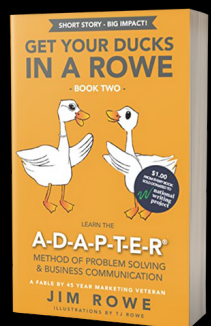
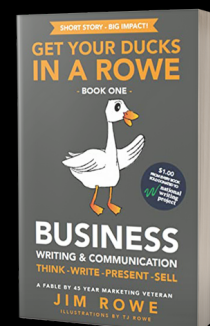
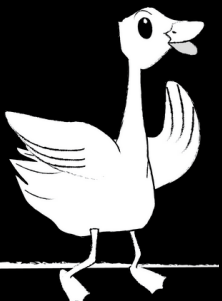
Poor Thinking & Communication Skills

Wastes Time & Kills Productivity
A Synopsis of Research Studies and Articles



Why It's Happening | How To Teach It

Help A Student
GIVE A DUCK



Hi. I'm Jim Rowe.

I've spent 45+ years in senior level Marketing positions on the client side, agency side, and 30+ years of agency ownership including:

- Brand Manager Coke
- VP Marketing Cutty Sark
- President Saatchi HMG Promotion & InterMark Divs.
- CoFounder / Sr Partner MME (27 Years)
- CEO / CMO Jim Rowe Marketing (Since 2018) & Author (2022)



CRITICAL THINKING AND COMMUNICATION - The Missing Link In Education

Marketing execs constantly analyze brand / business situations to develop optimal strategies, to solve problems and generate growth. This requires both written documents and oral presentations to generate approval. Therefore, we constantly use

2 FUNDAMENTAL SKILLS:

1. **Critical Thinking to Solve Problems**
2. **Communication, especially Writing**

THE SKILLS GAP - It Wastes Time, Kills Productivity, Profits & Morale

In the early 2000's I noticed some new grads we hired had poor skills, particularly writing. Going into scores of companies over the years, I saw many clients skills were also poor.

I found I wasn't alone. Numerous research studies and articles refer to THE SKILLS GAP. I wasn't surprised managers had issues, I was surprised how many **(45-75%) managers rated recent grads poorly** on Thinking and Communication skills. What blew me away was **2/3 - 80% of recent grads rated themselves proficient**. They don't even know they're not good at it. It's negatively impacting corporate productivity, profits, career progress, and morale.

PURPOSE OF THIS REPORT - For Educators & Executives

I have compiled years of research from a range of sources into a synopsis for both Educators & Executives to learn:

1. **THE ISSUE:** The extent of THE SKILLS GAP
2. **THE CAUSE:** Data that provides reasons why it's happening
3. **THE SOLUTION:** A recommended simple, fast, low cost solution to address it
4. **THE RATIONALE:** Not just Exec reviews, but Professor & Student textbook feedback

My objective is to help Educators teach students, and Executives teach their teams, with a simple, quick, easy, inexpensive and importantly time-tested / proven solution.

Table Of Contents

NOTE:

The following information is a synopsis of numerous articles and research reports I have summarized for the benefit of providing you context. I have included links to each item I have summarized. I do not own the data, I merely am summarizing key points within it to provide perspective of these findings and others points of view. I then draw and offer my own conclusions. Finally, I am not selling this information, I only have required your email to download it.

1. **Top Skills Desired** - The Top 3 Managers Look For In Employees (SHRM 2018 Study)
2. **The Skills Gap** - Topline Results From 3 Different Studies
3. **Voices Of Concern** - Additional Examples from Studies and Articles
4. **Impact On Corporations** - A Summary of 3 INC Magazine Articles
5. **Probable Causes:** Data that provides probable reasons why it's happening
6. **The Solution:** A recommended simple, fast, low cost solution to address it
7. **Rationale:** A few samples of reviews from different target audiences

1. The Top 3 Skills Employers Look For In Execs

The Top Skills Employers Look For Are **SOFT SKILLS**

SHRM
Study 2018

Communication 77%

Listening 75%

Critical Thinking 74%

But They Are HARD To Find

OTHER KEY POINTS FROM THE ARTICLE

THE NEED FOR FOUNDATIONAL SKILLS

1. Despite the advances in technology across every industry and function, the SOFT SKILLS of Communication/Listening and Critical Thinking are still the most important criteria employers desire.
2. In the immediate future, the most valuable work skills will be those that machines can't yet perform, like soft skills, according to a survey by the Pew Research Center of about 1,400 technology and education professionals.

HOWEVER

3. In a 2019 report, the Society for Human Resource Management found that 51 percent of its members who responded to a survey said that education systems have done little or nothing to help address the skills shortage.
4. The top missing soft skills, according to these members: problem solving, critical thinking, innovation and creativity; the ability to deal with complexity and ambiguity; and communication.

<https://www.shrm.org/resourcesandtools/hr-topics/employee-relations/pages/employers-say-students-arent-learning-soft-skills-in-college.aspx>

SOURCE OF SURVEY: Cengage/Morning Consult, a 2018 survey of more than 650 employers and over 1,500 students

2. The SKILLS GAP

3 Major Studies Highlight The Extent Of THE SKILLS GAP

Skills Managers Say Recent Grads Are Missing The Most

	INSIDE HIGHER ED	PAYSCALE	AAC&U
Critical Thinking	44%	60%	74%
Communication	58%	56%	73%

FINDING:

- 44-74% of Managers rate Grads poorly on thinking and communication

VS.

The % Of Grads That Say They're Proficient

	INSIDE HIGHER ED	AAC&U
Critical Thinking	80%	66%
Communication	80%	65%

FINDING:

- 66-80% of Students rate themselves proficient

CONCLUSION:

- The vast majority of Students are unaware that they are not proficient in these basic skills.
- They **Take It For Granted** that just because they do "think" and "communicate / write" that they are good at it.
- The awareness of the issue needs to be addressed for everyone
- However, short term companies need a quick effective solution

	YEAR	MANAGERS	GRADS/STUDENTS
AAC&U	2015	400	455
PAYSCALE	2016	63,924	14,167
INSIDE HIGHER ED	2018	201	4,213

<https://www.insidehighered.com/news/2018/02/23/study-students-believe-they-are-prepared-workplace-employers-disagree>

<https://www.aacu.org/research/falling-short-college-learning-and-career-success>

<https://www.payscale.com/data-packages/job-skills>

3. Voices Of Concern - Writing Is The Biggest Issue!

USA Today - May 2021

"Even in highly specialized technical fields, **soft-skills are critical to the career path**. A survey the American Enterprise Institute conducted last year found that nearly half of workers in science, technology, engineering and math fields thought that **good writing and communication skills were extremely important and around 70% said the same regarding critical thinking skills.**"

<https://www.usatoday.com/story/opinion/2021/05/27/new-graduates-may-lack-skills-they-need-success-work/5239641001/>

Washington Post - August 2017

According to national surveys, employers want to hire college graduates who can write coherently, think creatively and analyze quantitative data. But the Conference Board has found in its surveys of corporate hiring leaders that **writing skill is one of the biggest gaps in workplace readiness**. "Good writing takes practice and it seems that many college students, especially outside of writing-intensive liberal-arts majors, are just not being asked to write often enough. "An analysis by Burning Glass Technologies, which studies job trends in real time by mining data from employment ads, found that **writing and communications are the most requested job requirement across nearly every industry**, even fields such as information technology and engineering." <https://www.washingtonpost.com/news/grade-point/wp/2017/08/11/why-cant-college-graduates-write/>

Harvard Business Review - September 2016

"**I surveyed 547 businesspeople. 81% of them agree that poorly written material wastes a lot of their time.** Fuzzy writing allows fuzzy thinking. A majority say that what they read is frequently ineffective because it's too long, poorly organized, unclear, filled with jargon, and imprecise. A culture of clear writing makes managers more productive." <https://hbr.org/2016/09/bad-writing-is-destroying-your-companys-productivity>

Boston.com - May 2016

"Based off a report by Pay Scale and Future Workplace: **"44 percent of managers felt writing proficiency was the skill most lacking among recent college graduates**, while public speaking followed with 39 percent of managers feeling this way."

<https://www.boston.com/news/jobs/2016/05/18/many-managers-think-recent-college-graduates-unprepared-work/>

CNBC - December 2015

Based on a job market research study by Burning Glass Technologies: "Organizational skills and **writing abilities were also in high demand across the board** and came in second and third among the most commonly requested skills by employers overall."

<https://www.cnn.com/2015/12/01/the-skills-employers-are-looking-for.html>

CNBS - NOVEMBER 2013

T. Rowe Price tends to **hire graduates of the most selective business schools**, along with some lateral hires from other firms – **but even for this elite group, writing can be a challenge.**

<https://www.cnn.com/2013/11/08/why-johnny-cant-write-and-why-employers-are-mad.html>

CONCLUSION

- While **not a new problem**, with every year that passes the amount of executives not properly proficient in writing grows and is hurting everyone - corporations, managers and the younger executives themselves.

4. The Impact On Corporations

THE IMPACT

**INC
Magazine**

Poor <u>Writing</u> cost corp's	-\$ 400B / yr
Poor <u>Communication</u> cost corp's	-\$ 37B / yr
Writing <u>Training</u> cost corp's	-\$ 3B / yr

FINDINGS:

- 3 Separate articles in INC Magazine alone indicate that the Impact of poor communication and writing has significant negative impact of corporate financials.
- Those are the financial implications.
- But think about the people, productivity and cultural implications:
 - Wasted time
 - Missed goals
 - Delayed projects
 - Mistakes made
 - Blaming
 - Morale down
 - Careers impacted

CONCLUSIONS

- Good thinking, writing and communication may seem like an obvious need, but too many people take it for granted. They "do it" every day. BUT, the research shows that the majority of especially new grads don't "do it" well!
- They think SOFT SKILLS are not as important as other skills, especially HARD SKILLS.
- However, SOFT SKILLS are HARD to find and even HARDER to teach.

<https://www.inc.com/jason-aten/grammarlys-ceo-says-bad-writing-costs-businesses-400-billion-heres-how-to-fix-it.html>

<https://www.inc.com/michael-schneider/the-extrovert-vs-introvert-dynamic-could-be-costing-your-organization-millions-heres-how-to-bridge-communication-gap.html>

<https://www.inc.com/kaleigh-moore/study-poor-writing-skills-are-costing-businesses-billions.html>

5. Probable Causes Of The Skills Gap

Teaching Writing Is Hard

A) Teachers Get Very Limited Training To Teach Writing

THE
NEW YORK
TIMES

A Joint Arizona State and Michigan State Study Showed Very Limited Teacher Training On Teaching Writing

College class with significant time to teaching of writing **<50%**

College class solely devoted to how children learn to write **<33%**

Enjoy Teaching Writing **55%**

B) College Students Have Very Limited Practice Writing In 4 Years



THE BOOK - ACADEMICALLY ADRIFT Indicates:

- "Exactly **half** of the students said they took **5 or fewer courses that required at least 20 pages** of writing.
- Nearly **half will write just as poorly** their **junior year** as when they **started college**"

C) Poor Writing Skills In Grade & High Schools Is Unacceptably High

Nation's
Report Card
On Writing
2011

Nations Report Card - Writing % **Below Proficient**

8th Grade **73%**

12th Grade **73%**

College Freshman **60%**

College Seniors **40%**

FINDINGS:

- 3/4 of 8th Grade and High School Seniors are **BELOW PROFICIENT** in Writing
- 40% of College Seniors are **BELOW PROFICIENT** in Writing

CONCLUSION:

- The results are a national crisis.
- Something new should be tried at least for High School and College

<https://nces.ed.gov/nationsreportcard/pubs/main2011/2012470.asp>

<https://www.nytimes.com/2017/08/02/education/edlife/writing-education-grammar-students-children.html>

<https://doc.lagout.org/Others/University.of.Chicago.-.Academically.Adrift.pdf>

6. Solution (A) - Strategic Writing, The Missing Link

STRATEGIC WRITING

The Missing Link In Teaching Writing That's Not Taught In Schools!

Strategic Writing provides practical, goal oriented skills to address poor thinking and communication issues to improve productivity.



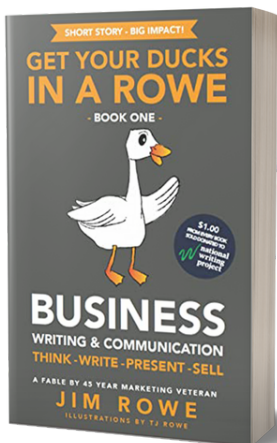
Strategic Writing



The Missing Link

To Write Is To Think.

Strategic Writing is a logical approach to thinking through problems to find solutions; communicating them in a **clear, concise and compelling** style to generate buyin; and then create action plans with common sense formats to achieve goals. It's not theoretical. It's for real world application. It's not often taught, so you need to train your team via the proven **GET YOUR DUCKS IN A ROWE** approach.



GET YOUR DUCKS IN A ROWE

The Quick, Simple Solution Your Team Can

READ IN
1 HOUR

TO LEARN THE
10 STEPS

PUT CONCISELY
1 PAGE

FOR ONLY
\$14.99

"I leveraged 45-years in senior marketing roles and wrote **Get Your Ducks In A Rowe** to provide the simple, time tested, approach of a classic MARKETING BRIEF to teach **STRATEGIC WRITING**".

Jim Rowe

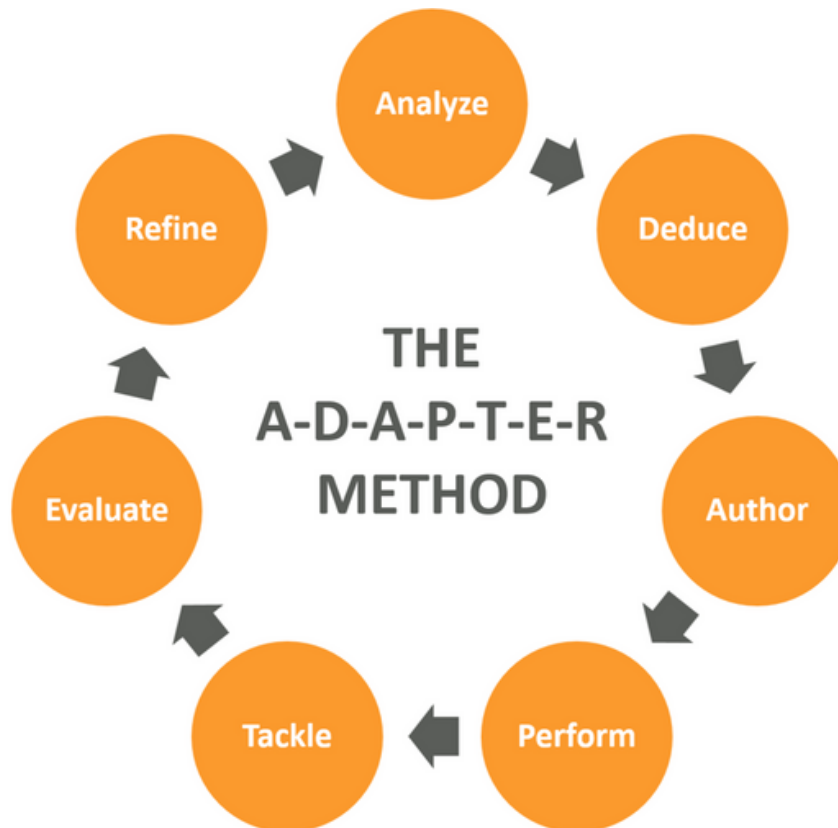
www.GetYourDucksInARowe.com

6. Solution (B) - The A-D-A-P-T-E-R Method

GETTING THINGS DONE IN THE REAL WORLD

The 2nd Missing Link That's Not Taught In Schools!

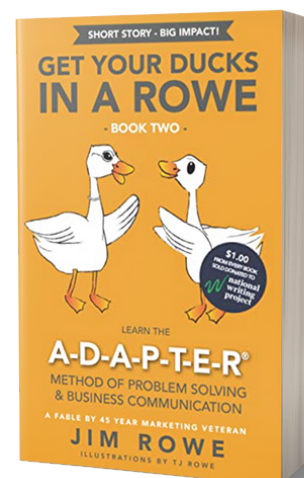
Much of what is taught in education is theory. It's not REAL WORLD.



The A-D-A-P-T-E-R Method Is Real World

I Wrote Book-2 To Teach A Simple Way To Understand The Holistic Cycle
From Critical Thinking > Communication > Execution

These are not theoretical principles. Each of the 7 chapters provide practical approaches to better perform each function based upon 45+ years of both doing it, and teaching it to team members and clients. This isn't a book you read once, "get the point," and move on. As the professor at Angelo State U. indicated as to why she selected the book as a textbook for her students Comm/PR class - ***"it is a reference guide they should use the rest of their lives!"***



7. Rationale - Some Reviews From Different Targets

Executive Reviews

"... **such a pleasure to read!** ...informative, compelling, entertaining, and valuable. ...so much more than just teaching the reader how to write - **it teaches them how to think, how to plan, and how to present in business.**"

Tori Kaplan

"**As an educator**...help students **think more clearly, write more concisely** and present in an engaging manner... the formula is easily understandable to a wide audience."

Gary Quartararo

"**What a creative, fun way to teach** young professionals, students, even seasoned executives the importance of **how to think critically, communicate on paper or in person, solve problems, and organize a business plan.**"

Beth Gelles

"...**helps them use simple critical thinking** to identify problems, analyze information to arrive at solutions, and communicate that information across broad levels ...**in 28 very easy to digest chapters...super enjoyable.**"

George Kurth

Angelo State U. TX Student Reviews

Book - 1

"Very quick and easy read. **Made topics easier to understand**"

"**Very easy read**, never felt tired reading it as I felt I was making great progress as each page and chapter are short"

"It was very **easy to read and to understand** the concept"

"An easy read with **language that made sense to me**"

Book - 2

"**having a fictional story teach you about business was fun**, and not a boring read that I would of learned nothing from"

"Like Book-1 **Very easy read**, never felt tired reading it as I felt I was **making great progress** as each page and chapter are short"

"breakdown of the ADAPTER method was **very simple & easy to understand** while beneficial **getting the point across effectively**"

Professor Book Reviews In 3 Academic Journals

Combining the two books into a training program or communications course can provide a comprehensive resource to develop more efficient and effective communication abilities.

From JSAEDS Journal Book Review By Dr. Veronica Snow and Dr. Warren Simpson

...a story-telling fable approach to emphasize its formulated 10 steps

...storyline makes it an easy read

...excellent guide for educators to assist students in developing writing and thinking skills

From JSAEDS Journal Book Review By Dr. Veronica Snow and Dr. Warren Simpson

For Information About Using The Books for Either (Note Bulk Pricing Available):

- Textbooks with potential for Jim to present to students
- Executive Training / Coaching By Jim
- Or Jim Speaking at Conferences or Events:

\$1/Book Sold Goes To The

 **national
writing
project**

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