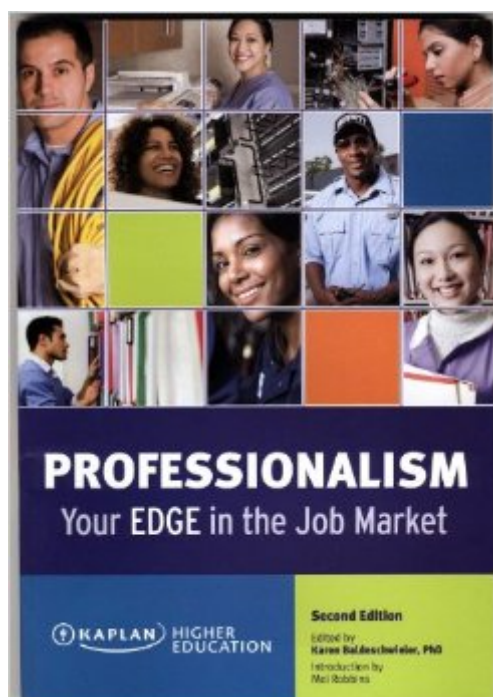


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Professionalism Your Edge In The Job Market



Synopsis

Most job seekers think that all they need are the skills to do the job. However, Kaplan's researchers interviewed employers throughout the United States across many careers and discovered that while job skills are important, employers base most of their decisions on the candidate's professionalism. Employers told us that there are four critical skill areas that make the difference between the candidate they hire and the rest of the candidates. We call these skill areas the four pillars of professionalism--they are necessary to employers in healthcare, the criminal justice and legal fields, media and trades, as well as in business. If you want to have an edge over your competition in the job market, you need to be Empowered, Dependable, Goal-Oriented, and Engaged. Employers don't just care what you do, but how you do it. This book describes the professionalism skills in detail, so you can practice the critical professional behaviors that can make the difference between getting the job and being next in line.

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