



# THE KEY TO GEORGIA'S ECONOMIC FUTURE IS A PREPARED WORKFORCE

## 89% OF ALL FIRST-TIME HIRES LOSE THEIR JOBS BECAUSE OF LACK OF SOFT SKILLS

The Georgia Department of Labor's GeorgiaBEST (Business Ethics Student Training) program is designed to answer some of the top concerns employers have regarding our future workforce - our students. GeorgiaBEST concentrates on teaching students the skills required to be successful in the workforce. These skills include punctuality, communication, teamwork and attitude. Students earn GeorgiaBEST certification through everyday observation and teacher assessment. This certification serves as validation to employers that students have displayed strong work habits and are ready for the workforce.

## IMPACT ON GEORGIA STUDENTS



"While many students graduate from high school and prepare for the future with the appropriate academic credentials, some still lack the soft skills needed to succeed in today's workforce. GeorgiaBEST gives them the chance to gain these skills and better promote themselves in the highly competitive job market that exists today." - State Labor Commissioner Mark Butler

## TEN SOFT SKILLS STANDARDS

1. Professional Image
2. Attendance/Punctuality
3. Attitude & Respect
4. Social Media Ethics
5. Discipline & Character
6. Oral & Written Business Communication Skills
7. Productivity & Academic Performance
8. Responsibility & Organization
9. Self-Management & Time-Management
10. Teamwork & Work Habits

"I have an advantage over others entering the workforce because I know and understand the value of core work ethic traits which are needed to be successful on the job and I am better prepared to face career challenges."  
- KayLynn Samples, 2013 GeorgiaBEST Student of the Year



# PREPARING TOMORROW'S WORKFORCE TODAY

## BENEFITS TO THE STUDENT

- Utilize the certificate to their advantage on résumés, college applications, and job interviews.
- Awareness of the value of work ethic components.
- Develop a sense of awareness of the importance of being prepared for the demands of the 21st Century workforce and higher education.
- An understanding of what appearance communicates to customers and co-workers.
- Training in productivity, goal setting, time-management, problem solving and self-management skills.
- Recognized as a GeorgiaBEST student - awarded certificate.
- Gain an advantage over students without a certificate.

## BENEFITS TO THE EMPLOYER

- Confidence that the student has an understanding of the soft skills needed in today's workplace.
- Knowledge that the student has volunteered beyond the everyday classroom education and is striving to be a better employee.
- Understanding that the student is among the best in his or her class.
- A guarantee that the student has exhibited leadership, teamwork, and personal responsibility skills needed in the workforce.

## BENEFITS TO THE STATE OF GEORGIA

- Upgrade the skill level of our students.
- Provide a better product for current and emerging employers.
- Enhance the State's workforce.

