

# Rebuilding Your Career Toolkit to Meet the Needs of Employers

Despite an uncertain job market, many job seekers would like to believe they are qualified. However, it simply is not the case. Candidates are failing at the job search because they lack the qualifications that employers value.

A national online survey conducted by the [Career Advisory Board](#) established by DeVry University brings to light how job seekers can better position themselves by focusing on the attributes employers' value most. The findings of the Job Preparedness Indicator conducted Sept. 6-12, 2011 by Harris Interactive revealed that employers are unable to find qualified candidates for open positions.

In fact, only 14 percent of the 540 hiring managers surveyed said that within the past three years "nearly all" or "most" job seekers have had the skills their company looks for in a potential employee.

However, most job seekers believe they have what it takes to succeed. More than half (56 percent) of the 734 adults looking for work who were surveyed are confident they know what qualifications are required for employment. In addition, 72 percent are confident they know how to present their skills during an interview.

"These findings highlight the striking gap between what skills hiring managers value in a candidate and how job seekers describe themselves. But some of the disconnect between hiring managers and job seekers is due to misconceptions about what is most important to the other party," notes Dan Kasun, senior director of developer and platform evangelism at Microsoft Corporation and Career Advisory Board member. "Job seekers

should utilize these findings to better calibrate the way they present themselves to employers.”

According to the study, hiring managers place the highest value on the following skills across all job levels (entry, middle and managerial):

- 1. Strategic perspective**
- 2. High integrity**
- 3. Global outlook**
- 4. Strong base work ethic/dependable**
- 5. Accountability**

For those looking to enhance their marketability to employers, Career Advisory Board members offer the following actionable advice:

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## **Maximize Your Capital-Building Connections**

Once businesses get over the hurdle of start-up costs and finding a reliable team of hard workers, the task becomes generating capital to maintain momentum.

Growth and revenue projections for a business should toe the line between ambitious and realistic. One way to achieve pragmatic business goals is to use conferences and networking to stay competitive and generate capital.

Industry conferences – like those orchestrated by Financial Services Exchange (FSX) – give companies an opportunity to meet independent broker dealers, fund managers, investors and other industry resources.

In fact, entrepreneurs of all levels said they've forged some of the best relationships of the past several years at FSX conferences.

"Presenting companies get to mingle with broker dealers and potential investors in structured and unstructured meetings. They have several days to make lasting impressions on key decision makers from firms nationwide," says Judy Ensweiler, executive director at FSX.

According to fund managers, the most impact is usually made during the break-out and one-on-one sessions that follow the formal presentations. For FSX, the proof is in the pudding.

To date, presenting companies have raised more than \$2.8 billion through the FSX conference network.

"Investor conferences like ours play a key role in raising capital for financing, publicity and more. Part of being able to connect for success is having the time and space to come in as strangers but leave as friends," adds Ensweiler.

Being able to predict company growth with precision largely depends on investor opportunities, and the resources at a company's disposal. Accurate growth projections help long-term profits and affect the value of company shares.

An FSX presenting company reported that their share price increased by a full 100 percent – after only one conference.

There are ways to generate capital and attract investors in an uncertain market, and industry conferences have helped do so for nearly 30 years. To sign up or find more information, visit [fsx1.com](http://fsx1.com).