



Communication
Snapshot



Essential Employability Skill #1: Communication

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Effective communicators have the ability to create, interpret, and utilize effective and appropriate messages across a variety of communication contexts.



Why is *Communication* important?

Effective communication is a transferable skill that will increase your employability, regardless of your career choice. According to a 2016 survey of employers by the National Association of Colleges and Employers (NACE), the “ability to verbally communicate with persons inside and outside of the organization” was the most desired quality in successful job candidates. A 2020 report by Georgetown University indicates that “an increase from one quartile to the next in how intensively workers use communication competencies within a job is associated with an average earnings premium of 20 percent.” No matter your employment aspirations, personal goals, or profession, honing your communication skills will benefit you in all areas of career and life.



What does attainment of *Communication* skills look like?

The National Communication Association describes seven core competencies for effective and appropriate communication. Development of each of these competencies will lead to more skilled and desirable leaders and employees across all sectors and arenas.

1. Monitoring and Presenting Yourself
2. Practicing Communication Ethics
3. Adapting to Others
4. Practicing Effective Listening
5. Expressing Messages
6. Identifying and Explaining Fundamental Communication Processes
7. Creating and Analyzing Message Strategies

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In addition, the National Communication Association identifies the six tangible, transferable skills that all graduates can bring to any workplace. Graduates will have the ability to:

1. Create oral and written messages appropriate to the audience, purpose, and context
2. Critically analyze messages
3. Identify and overcome impediments to successful communication
4. Apply ethical communication principles and practices to their work
5. Utilize communication to embrace difference
6. Influence public discourse

References

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