

# Enhancing Employability

Standing out in an 'overcrowded' marketplace



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# What do you see?



Ask Alexa.

Ask Alexa.

Need help?  
Try asking:

- "Alexa, where can I find almond butter?"
- "Alexa, what wine pairs with cheddar?"
- "Alexa, how many ounces are in a cup?"

Also will connect to the cloud and respond to your request instantly. Learn more at [amazon.com/alexa/grocery](https://amazon.com/alexa/grocery)







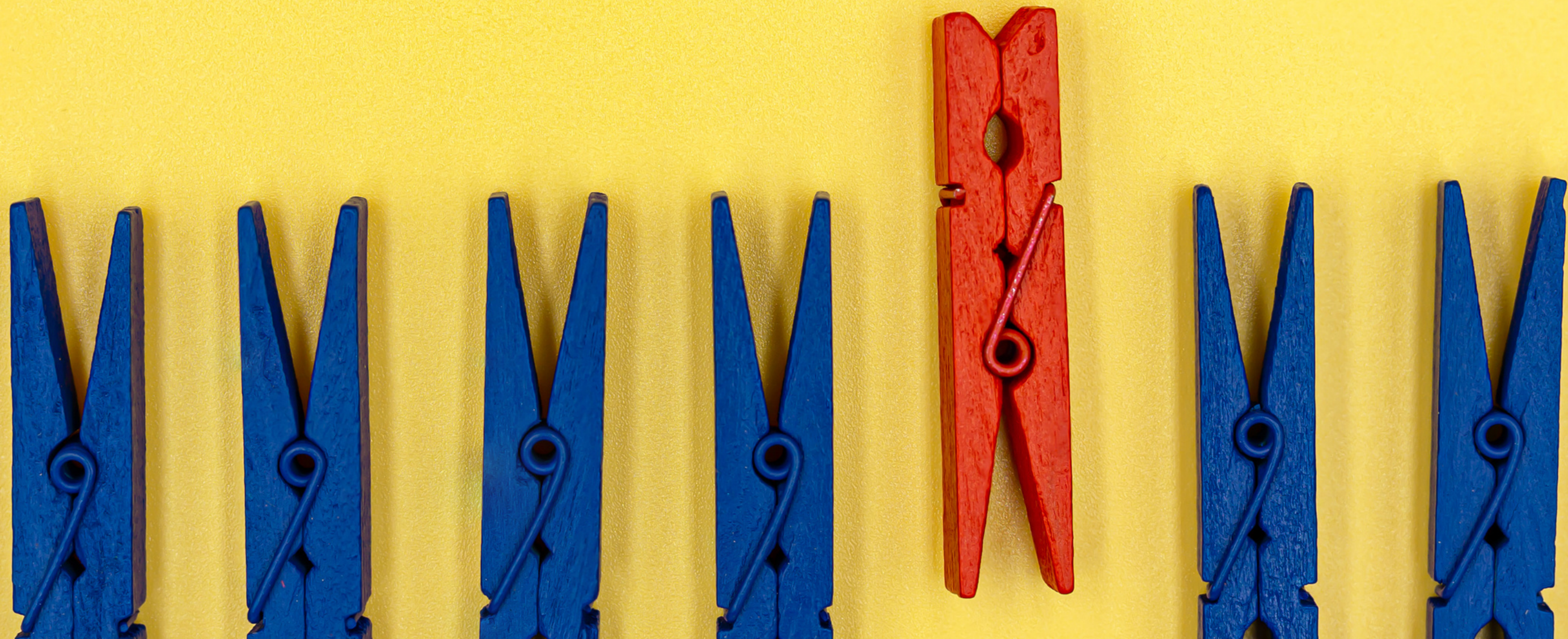
**AI is not going to  
take your job away**

*It already did*



# Your employability advantage is your ability to think.

If you can't think, there's no future for you.  
Your ability to think is your outlier attribute because **the masses are not thinking**.





# Two things that would guarantee your success

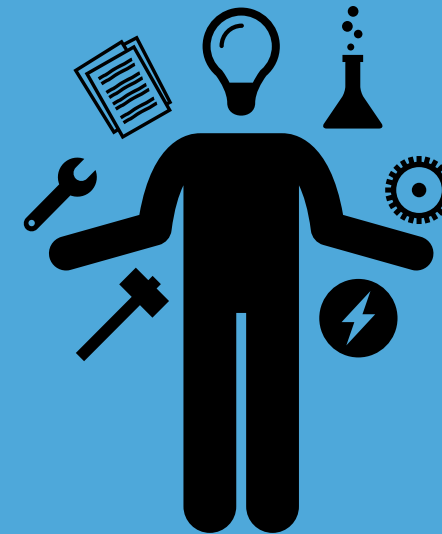
## Mind

your ability to think



## Hands

your ability to create



They go hand in hand. You can't create anything new if you can't think. You can't implement what you think about if you are not skilled.



**You have two pathways**

# **Employment or Entrepreneurship**







# Wisdom for employment

- We're not hiring for today. When we interview you, we're asking if you can fit into the future growth we seek
- We are looking for brilliance, and it doesn't show on your certificate
- We are looking for initiative. We employ people to take burdens away from us, not people we'll be giving instructions to.
- We're looking for courage and decisiveness.



# What employers are looking for

- **Curiosity:** the ability to ask questions and find out how things work.
- **Accessing and analyzing information:** your ability to find implementable answers.
- **Collaboration:** your ability to work with others.
- **Critical thinking:** how to go past the easy answers to find the tough answers.
- **Ability to learn:** most of the things you'll need to be doing 3-5 years from now probably don't yet exist.





# Wisdom for Entrepreneurship

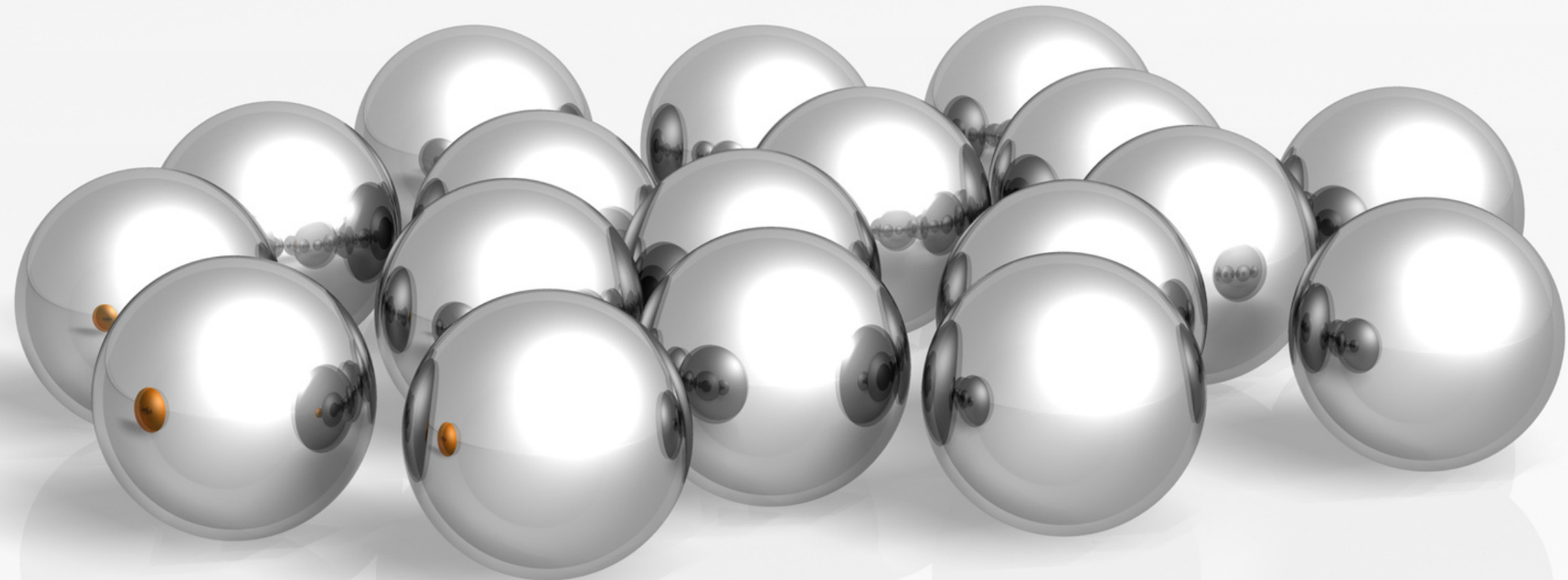
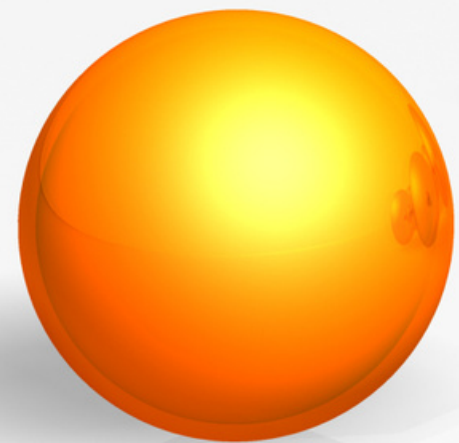
- Look for an industry that's not going anywhere anytime soon.
- Look critically for a problem there or a pain point.
- Build a solution in that space and you have a business that would scale and last.
- Before you start a business, ask "would this still be relevant in 5 years?"





# Enhancing your visibility

- **Have a professional network.** Be on LinkedIn. A lot happens there. Follow companies and people you aspire to be
- **Volunteer.** You get an opportunity to show your talent, hone your skills, build work experience and make meaningful contacts.
- **Engage social media with intentionality.** Don't just banter away your future. Let your voice be heard with meaning.





# Questions?

