



The High Demand for

DURABLE SKILLS

What are the most common characteristics employers look for in potential employees? Durable Skills.



U.S. CHAMBER OF COMMERCE FOUNDATION
Center for Education and Workforce

"Companies will continue to compete on innovation and talent like never before which makes the use, sharing, and transparency of skills data across stakeholder groups even more important to the world of work. Collective action around durable skills is one way to ensure Americans have the right skills for the jobs of today and tomorrow, and the economy has the skilled workforce it needs to grow."

—Cheryl Oldham, Senior Vice President of Education and Workforce, U.S. Chamber of Commerce Foundation



"Organizations remain dependent on an economy where HR professionals and talent acquisition specialists are the principal consumers of skills data. Leveraging transparency in skills data, especially for durable skills, is the key lever in making organizational development and competitive advantage a reality. Durable skills data at their fingertips will make HR professionals more effective and their organizations even more successful."

—Alexander Alonso, PhD, SHRM-SCP, Chief Knowledge Officer, SHRM



"The debate over the future of work confirms the many challenges we face in preparing young people for an increasingly complex digital world. It is imperative we expand career pathway opportunities centered around job-ready training, industry-recognized credentials, and a continuous learning mindset focusing equally on technical and durable skills."

—Todd Thibodeaux, president and CEO, CompTIA



"The men and women who manufacture in the United States are called upon to produce an amazing variety of products, especially as we continue to serve on the front lines of the COVID-19 response. From the supplies that make our lives easier and safer to the medicines, vaccines, and treatments that make our lives healthier, manufacturing employees create the world of today and tomorrow. It is the durable skills of these employees, the creativity and teamwork, that makes innovation possible and brings these new and vital products to life."

—Carolyn Lee, Executive Director, The Manufacturing Institute



"The only thing certain about the future is its uncertainty. The jobs of the future, and the professional skills needed for them, continue to evolve. So, for students to have the best opportunity to succeed they need to learn how to learn, how to communicate, and how to think. There's nothing "soft" about these skills - they set the foundation for a mindset of continuous learning that is most needed once they leave school and join a work environment none of us can predict."

—Evan Leybourn, CEO, Business Agility Institute



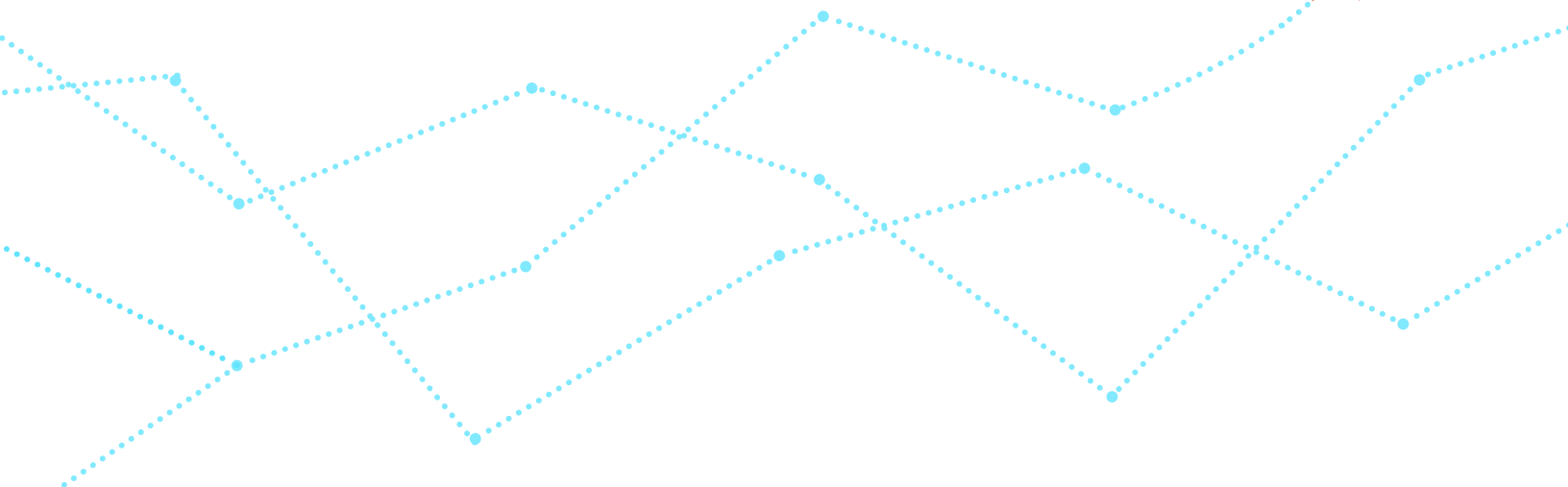
"Contractors are at the heart of infrastructure in every community across America. The technical skills of today's craft professionals are second to none, but it's absolutely essential that they have the durable skills to be able to contribute and succeed in this dynamic workforce."

—Greg Sizemore, Vice President of HSE and Workforce Development, Associated Builders and Contractors



"Business leaders, creative workers, and arts educators have known for a long time that creativity, critical thinking, empathy, and creative problem solving are what's going to drive the next boom in our national economy. Coming together to center these durable skills in the future education of our children is crucial to the U.S.'s future global success and the social and economic success of local communities."

—Clay Lord, Vice President of Strategic Impact, Americans for the Arts



Overview

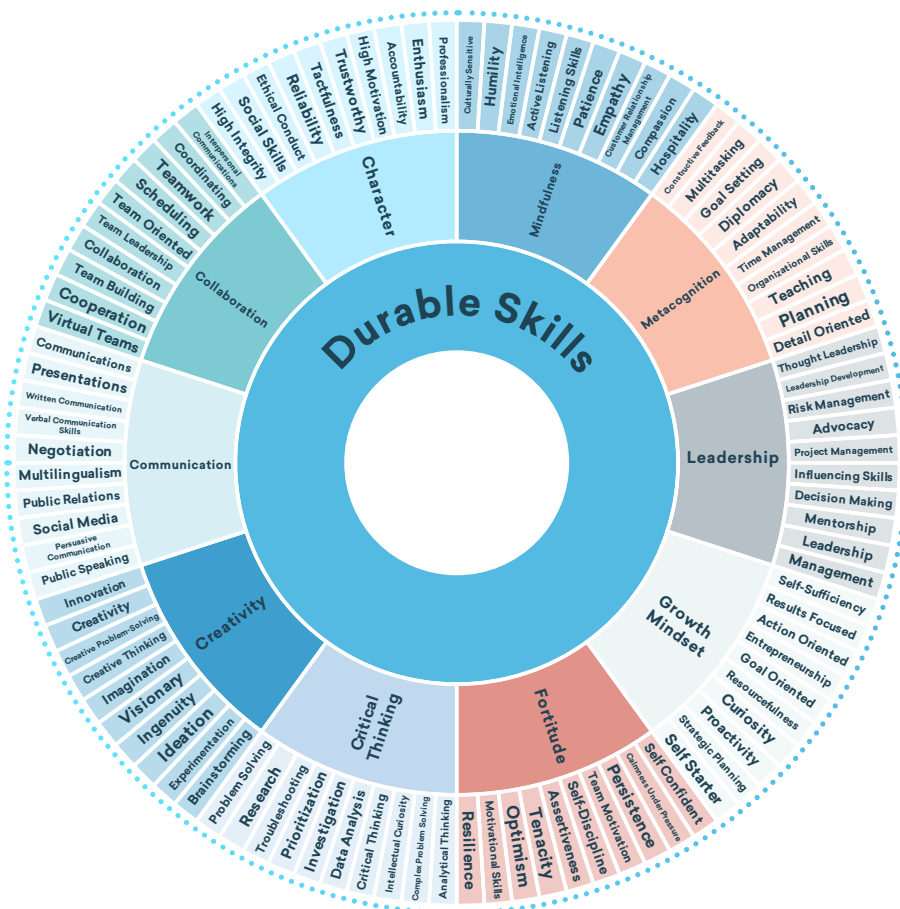


FOR THE PAST 40 YEARS, the primary purpose of our schools has been to maximize academic achievement. However, over that time, the world has greatly changed. We believe the purpose of schools today is to ensure students can think critically and creatively, collaborate effectively with others, apply skills and knowledge to solving real problems, and find meaningful, fulfilling ways to contribute to the world and their community.

In an era when technical skills are evolving at an unprecedented pace, there is an important set of durable ‘soft skills’ that last throughout an entire career—how we use what we know (critical thinking, communication, etc.) and our character skills. America Succeeds’ Durable Skills initiative seeks to ensure every individual is prepared with the soft skills necessary for success in the workforce regardless of educational attainment, career path, or industry sector.

Defining Durable Skills

Our hypothesis is that every job in every sector requires Durable Skills. Based on Emsi’s database of tens of millions of employer job postings from the past two years, we started by categorizing 100 of the most in-demand **Durable Skills** into 10 major themes or **competencies**.



COMPETENCY DESCRIPTIONS

- **Leadership**: Directing efforts and delivering results
- **Character**: personal and professional conduct
- **Collaboration**: teamwork and connection
- **Communication**: Information exchange and management
- **Creativity**: New ideas and novel solutions
- **Critical Thinking**: Informed ideas and effective solutions
- **Metacognition**: Self understanding and personal management
- **Mindfulness**: Interpersonal and self awareness
- **Growth Mindset**: Improvement and aspiration
- **Fortitude**: Constitution and inspiration

Our Approach



Improving Pathways from Education to Employment

Although the need for inclusive, soft skills-based education and hiring was apparent long before the pandemic, COVID-19 greatly accelerated existing trends. As we look toward economic recovery – and overcoming the inequities exacerbated by this past year – it has become even more critical to ensure every individual is prepared or upskilled with the Durable Skills necessary for long-term success in the workforce. By focusing on common competencies instead of diverse technical needs, we have an opportunity to help a broader and more inclusive group of learners and workers advance in career pathways for employees' and employers' mutual benefit.



WE STUDIED
82 MILLION
JOB POSTINGS
FROM THE PAST
2 YEARS



ACROSS
22 SECTORS
USING 2020 SOC-2
OCCUPATIONAL
DATA



64%
OF THOSE JOB
POSTINGS REQUESTED
AT LEAST ONE
DURABLE SKILL

52.5 MILLION JOBS DEMANDED DURABLE SKILLS

Join the Durable Skills Movement

This initiative is ultimately seeking culture change by leveraging workforce skills data and engaging employers in collective advocacy efforts to elevate the demand for Durable Skills training across the full spectrum of education-to-employment pathways. The reality is that we cannot wait, nor rely on postsecondary institutions alone to prepare young people to succeed in the workforce; K-12 education systems also have a role.

Employers, parents, state leaders, and policymakers are aligned in their desire to provide students a solid foundation for the future. Business leaders across industries are aligned around the skills demanded in every career. It is our belief that by working together, we can ensure that students and communities become more resilient in the rapidly evolving world of work.

For additional information, please contact Stephanie Short, Vice President of Partnerships for America Succeeds, at sshort@americasucceeds.org to learn more.

Research Preview

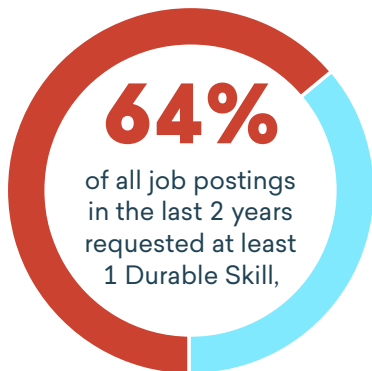


We defined **100** Durable Skills grouped in **10** Competencies

Almost **29M** postings requested Communications

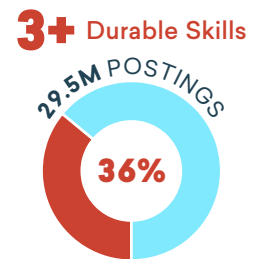
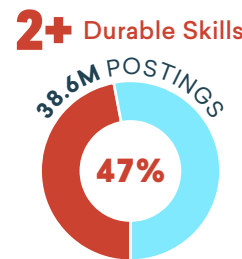
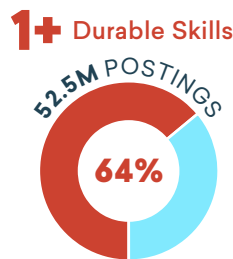
The **TOP 5** Durable Skills were requested **3.8X** more than the top 5 Hard skills

7 of the **10** most-requested skills were Durable Skills



and **~80%** of all the job postings in half of all occupations (SOC-2)

A MAJORITY OF JOB POSTINGS REQUEST DURABLE SKILLS



Over **29M** postings (36%) requested at least **3** Durable Skills



In evaluating data about Durable Skills, it is necessary to keep in mind that the data reflect language used in job postings; employers have adopted some standard language for common human competencies, such as Leadership and Communication, but others are often evaluated less explicitly during the interview stage of hiring. As a result, Durable Skills may be crucial and may not be proportionately represented in the data.

SOC-2	SOC Name	At Least 1 Durable Skill	At Least 2 Durable Skills
11-1000	Management	91%	81%
13-0000	Business & financial operations	86%	73%
43-0000	Office & administrative support	86%	69%
55-0000	Military-only	85%	50%
41-0000	Sales & related	83%	68%
33-0000	Protective service	82%	63%
17-0000	Architecture & engineering	81%	65%
27-0000	Arts, design, entertainment, sports, & media	80%	63%
19-0000	Life, physical, & social science	78%	61%
25-0000	Educational instruction & library	78%	55%
15-0000	Computer & mathematical	77%	60%
21-0000	Community & social service	77%	59%
35-0000	Food preparation & serving related	74%	47%
23-0000	Legal	67%	46%
49-0000	Installation, maintenance, & repair	67%	46%
51-0000	Production	60%	40%
31-0000	Healthcare support	56%	30%
37-0000	Building & grounds cleaning & maintenance	55%	33%
47-0000	Construction & extraction	50%	30%
45-0000	Farming, fishing, & forestry	47%	31%
29-0000	Healthcare practitioners & technical	43%	25%
39-0000	Personal care & service	35%	20%
53-0000	Transportation & material moving	22%	11%

This data only represents an initial review. Results are subject to change upon further analysis.

Source: Emsi Job Postings



America Succeeds is a non-profit organization committed to improving educational opportunity, outcomes, and equity by harnessing the power and acumen of the business community in accelerating systems change.

Our organization is uniquely positioned between business and the education policy sector – acting as an “education voice to business” nationally and a “business voice for education” at the state-level. Our work bridges these two distinct constituencies, with advocacy efforts aimed at larger culture change and policy efforts that ultimately help us achieve our vision of preparing every student to succeed in the competitive global economy and contribute to their local community.



Emsi is a leader in advanced labor market analytics, including the development of skills data to better connect job seekers and employers. We provide our clients with the knowledge and tools needed to make strategic, data-driven decisions, increase the efficiency and effectiveness of their action plans, that ultimately result in wealth creation for their citizens.

For over 20 years, Emsi’s economists and data scientists have been taking traditional labor market and industry data and making it understandable and actionable for clients. Emsi Skills represents the next evolution of analyzing labor market information, now from a real-time perspective.