



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

**89% OF ALL FIRST-TIME HIRES WHO LOSE THEIR JOBS DO SO BECAUSE OF A LACK OF SOFT SKILLS**

- Forbes Magazine, 2012

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 a GeorgiaBEST certificate through everyday observation and teacher assessment. This certificate serves as validation to employers that students have displayed strong work habits and are ready for the workforce.

## IMPACT ON GEORGIA STUDENTS

**2011-2012**

20 SCHOOLS  
1,003 CERTIFICATES

**2013-2014**

224 SCHOOLS  
8,475 CERTIFIED

**2015-2016**

196 SCHOOLS  
12,045 CERTIFIED

**2012-2013**

159 SCHOOLS  
5,065 CERTIFICATES

**2014-2015**

139 SCHOOLS  
10,449 CERTIFICATES

## 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

"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



# PREPARING TOMORROW'S WORKFORCE TODAY

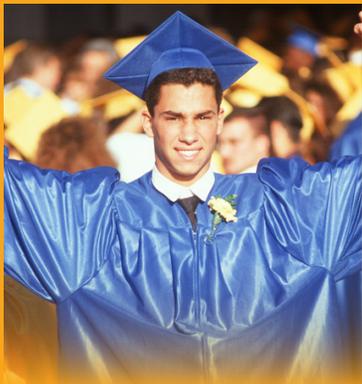
## BENEFITS TO THE STUDENT

- Highlight the certificate on résumés, college applications, and job interviews.
- Creates an awareness of the value of a good work ethic.
- Preparation for the demands of the 21st Century workforce and higher education.
- Understand what appearance communicates to customers and co-workers.
- Training in productivity, goal setting, time-management, problem solving, and self-management skills.
- Recognition as a GeorgiaBEST student.
- 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.
- Assurance 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.



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