



Jim Rowe

Educational Author, College Speaker, Marketer

Helps Professors Fix The #1 Issue Today Poor Critical Thinking & Communication Skills!

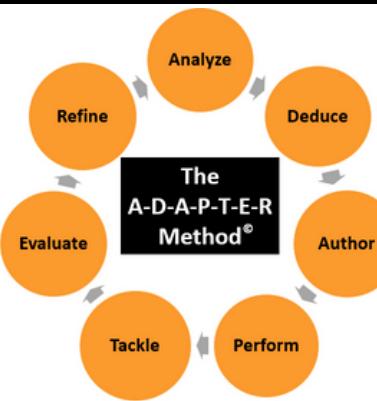
Give Your Audience A Workforce Perspective Of The Recent Grad Skills Gap

THE SKILLS GAP AMONG GRADS

75% of managers rate **Critical Thinking & Communication** as the **TOP 2 Skills** they look for when hiring - **BUT 44% -74%** rate recent Grads as **BELOW PROFICIENT**

45+ years in Client Marketing, Agency President & Agency Ownership roles, including HR Director, Jim interviewed ~500 recent grads & hired/trained scores on these 2 core marketing skills. When Covid hit, inspired by WHO MOVED MY CHEESE, he wrote GET YOUR DUCKS IN A ROWE a 2-book fable series to help professors teach real-world practical skills they are NOT teaching in college. Adopted as textbooks in 2 colleges to date, Kutztown (PA) & Angelo State (TX), Professors are extremely supportive finding the simple, practical, structured approaches give students a tangible process that's an entertaining and time tested way to learn important skills.

A Simple, Practical, Proven Approach



"It's an entertaining way to learn and have something tangible to use. They should keep them as reference guides the rest of their life!"

Dr. Susan Keith, Angelo State (TX)

Topic: The Skills Gap Among Recent Grads

1. FOUNDATION: Top 2 skills managers look for when hiring grads
2. PROBLEM: ~1/2 - 3/4 of managers rate grads hired as *below proficient*
3. IMPACT: Companies lose productivity | Grads lose reputation & jobs
4. CAUSE: *The Missing Link In Education* plus Social Media/Cell Phones
5. SOLUTION: *Strategic Writing & The A-D-A-P-T-E-R Method*
6. RESULTS: Professor Reviews, Student Research, Academic Journals
7. ACTION: Download PROF-SHARE; get FREE books for qualified Profs

Questions To Ask Jim

1. You're a marketer. How's that relevant to an educational issue?
2. How did you learn Communication & Critical Thinking?
3. Why is learning Communication & Critical Thinking so important?
4. Managers rate grads hired poorly on these skills. What's causing this?
5. What's the impact of these poor skills on employers & grads?
6. So how do we fix it? What's your solution?
7. Explain 'Strategic Writing' & 'The ADAPTER Method'?
8. You authored a 2-Book Fable Series to teach these skills. Why a fable?
9. Books are used as textbooks at 2 colleges. What is feedback & results?
10. How can professors learn more or get in touch with you?



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