The High Demand for DURABLE SKILLS
What are the most common characteristics employers look for in potential employees? Durable Skills.

“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 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

“The hotel and lodging industry exemplifies the American Dream, fostering development, upward mobility, and exciting life-long careers. As an industry built around hospitality, we recognize the important role durable skills play in helping our associates provide unparalleled guest experiences and innovate to build the future of the industry.”
—Rosanna Maietta, President & CEO, AHLA Foundation
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.

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.
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.

A MAJORITY OF JOB POSTINGS REQUEST DURABLE SKILLS

1+ Durable Skills

52.5M POSTINGS

64%

2+ Durable Skills

38.6M POSTINGS

47%

3+ Durable Skills

29.5M POSTINGS

36%

Leadership & Communication competencies are in highest demand (50%+).

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.

This data only represents an initial review. Results are subject to change upon further analysis. Source: Emsi Job Postings
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.

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.