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Success



**PERSONAL - CAREER - SUCCESS**



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Dr. \_\_\_\_\_  
Executive Director  
Office of Career Services  
\_\_\_\_\_ University

Dear \_\_\_\_\_:

### Proposal

The Visionz Group LLC, a company founded to provide youth and young adults aged 12 to 24 with the “soft” skills required for professional and career focused growth, proposes to develop and present a series of Soft Skills, Life Skills and Professional Development workshops for \_\_\_\_\_ students. The Soft Skills and Professional Development workshops will provide students with the essential social and professional skills to get a job, keep the job and move up in their company. The Life Skills sessions, which include Financial Literacy, will provide the skills students need to become productive and self-sustaining adults.

### Background

Statistics show there is a strong correlation between an employee’s soft skills and job success. Eighty-five percent of success in getting a job, keeping a job, and moving up in an organization is due to people or “soft” skills; 15 percent is due to technical skills, or the knowledge required for a job. According to HR professionals and corporate executives, these people or “soft” skills and emotional intelligence skills are lacking in today’s college graduates. The good news is that these skills are much easier to learn than the technical skills it took years to learn. However, the importance of soft skills training is not being heard. Many graduates are so focused on developing the expertise required in their field, they may neglect to realize how important it is to work on skills such as teamwork, communication, social and business etiquette, time management and problem solving.

Many Universities are beginning to realize the importance of soft skills to the success of their graduates. The Visionz Group recently launched an initiative with Grambling State University to provide a series of Soft Skills and Professional Development workshops for the university’s students for the 2017-2018 academic year. The first of the workshops, Social Etiquette & Business Protocol and First Impressions, were conducted in September, 2017.

Like Grambling State, other universities have started teaching students everything from how to make small talk, deal with conflict, show up on time, follow business protocol, and

communicate with co-workers, to which bread plate to use. MIT's "Charm School" instructs students on things such as how to network with alumni to tying a bowtie. Some of these programs may appear to be fun, or even funny, but there is a deadly serious purpose to them; to give students the kind of social skills they need to get and keep a job.

### **Soft Skills and Professional Development Seminar Objectives**

We recognize that most of your students had to be smart in order to get into the university and remain there. However, in a tough job market, being smart and having technical or "hard skills" are not good enough. Statistics and workforce data reveal everyone they compete against for a job will be smart. In the tough job market they will face, the key to them being a step ahead is having an abundance of interpersonal skills and being able to "work a room".

Soft outcomes, such outcomes from our training, coaching and support, unlike hard skills outcomes, such as qualifications and jobs, are not always easy to measure. Never the less, in addition to outcomes outlined in each seminar, we believe our instruction and coaching will:

- Increase students' chances of success during interviewing, networking and job fairs by strengthening their ability to make good first impressions through "first impressions management" instruction.
- Improve their social skills through understanding the psychology and motivation of others during interactions as well as development of their own soft skills.
- Understand how to balance the use of soft skills with technical skills to achieve professional success.
- Help those with "adequate" interpersonal skills realize why they appear to fail in certain situations.

### **Scope of Work**

Visionz will develop and deliver a series of Soft Skills, Life Skills and Professional Development workshops for \_\_\_\_\_ to provide students with the essential social and professional skills required to get and keep a job. Once an agreement is made as to final workshop content and duration, the Visionz Group will:

- Work with \_\_\_\_\_ University to customize the proposed seminar content to meet the students' university's needs.
- Present workshops per the agreed upon schedule prepared by the university. Each session will be limited to a maximum of 25 participants, with the exception of the Freshman Athlete's symposium, which is projected to have more than 25 student participants.

### **Resource Commitment**

- The university will provide the Visionz with reasonable access to key staff members, stakeholders and students.
- The university will be responsible for all scheduling of workshops, facilities, equipment and related support for training.
- Visionz will provide all training material including student syllabi, workbooks and related materials.

### **Consultants' Compensation**

The consultancy compensation for developing and delivering the workshops will be determined after the number of workshops and their frequency of delivery have been defined.

Attached is a list of the workshops and a description of their content for your review. We look forward to speaking with to discuss your needs and to answer any questions you may have.

Sincerely,  
Chris Rivers

Willie E. Rivers

Enclosure:  
CC: