

FUTURE FORWARD ACADEMY CAREER CAPSULE VOL 4



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Job Skills or Career Skills: Do I Really Need College to Succeed in Life?

Also, SEE **SCHOLARSHIP OPPORTUNITY** BELOW

Welcome to our Higher Education & Future of Work Conversation in this Issue of your Career Capsule

Note: AI Chatbots like ChatGPT were not used nor did it assist in the creation of this post 😊...but maybe next time. A ChatGPT conversation IS included at the end of this newsletter. If you are a ChatGPT fan, you might enjoy my latest presentation (3/14/23) on ChatGPT where I was invited to present as the keynote. I was followed by four other talented speakers at the AICPA & CIMA's 5th Global Academic Champion Forum. It can be found at: [RECORDING ZOOM LINK](#) (Passcode: 9\$B.tzx1).

Following up on Career Capsule Vol. 3 how Layoffs Create Opportunities (<https://www.linkedin.com/pulse/layoffs-create-opportunities-how-does-impact-our-dr-scott/>). You might have heard of Meta/Facebook announcing 10,000 more layoffs last week, and Amazon (currently employing almost 1% of America's workforce) laying off another 9,000. This is probably not the last we've heard of layoffs. Even though each layoff represents a person, the long-term outlook is still, in my opinion, positive for those laid off.

For virtually every class I teach, when I ask a question, my students know the answer I usually seek and expect is "It Depends" – even in my accounting classes. When responding with this, I immediately congratulate my students for their insightful and "correct" answer, and then quickly follow up with the question "It Depends on What" to promote discussion and critical thinking.

So, do we need higher education to succeed and be happy? It depends...

*BTW, I am excited to share a request from our sponsor, the **Future Forward Academy** offering student **scholarships**. Currently being sought are **college students** that are looking to succeed in their career (and get paid while participating in training to find and seize opportunities), college **career service offices** that want to help them succeed (and earn additional funds for their efforts in helping their students help themselves), and **potential employers** seeking to find and attract conscientious and committed employees to their organizations that will have the potential to stay and grow. More **details can be found at the end of this newsletter**.*

Success Stories from College Dropouts

There are many success stories of college dropouts and of others that did not even attend college. After all, Bill Gates (Microsoft), Mark Zuckerberg (Facebook/Meta) – both who dropped out of Harvard so not sure if they really count, Steve Jobs (Apple), Tiger Woods (Athlete), Ellen DeGeneres (Comedian), Michael Dell (Dell Computer - no relations to this newsletter's author Scott Dell...that I know of), Ralph Lauren (Designer/Polo), Brad Pitt (Actor), Paul Allen (Microsoft), Paula Abdul (Musician), Alicia Keys (Singer-Songwriter), Larry Ellison (Oracle), Sean "Diddy" Combs (Musician), Rachel Ray (TV Host/Star), Frank Lloyd Wright (Architect), Ashton Kutcher (Actor), Jack Dorsey (Twitter/Square), James Dean (Actor), Ted Turner (CNN), Quincy Jones (Musician), Vin Diesel (Actor), David Neeleman (Jet Blue), Paul Newman (Actor), Madonna (Musician), Eddie Murphy (Comedian/Actor), Wayne Huizinga (Blockbuster), Daniel Ek (Spotify), Ty Warner (Beanie Babies), Micky Arison (Carnival Cruise Lines), William McKinley (25th U.S. President) & Harry Truman (33rd U.S. President), all did not graduate from college. Not to mention countless other accomplished athletes, artists, and business folks that seem to do/have done pretty well without that extra piece of paper or the experiences gained while one might earn it. Worthy of mention is Elon Musk (Tesla & Space-X) who is also a college dropout, but that was from a Ph.D. program after completing two bachelor's degrees. I do suspect all of the above have hired many college graduates along their road to fame and fortune.

Consider the Numbers

Higher education has been getting dissed a lot of late - especially here in the U.S. A recent report by the U.S. Bureau of Labor Statistics projects that 60% of new jobs between 2020 and 2030 will be in occupations NOT requiring a 2-year, 4-year, or higher level college degree (<https://www.bls.gov/careeroutlook/2022/article/occupations-that-dont-require-a-degree.htm>). As a matter of fact, according to the same article, 2/3 of existing jobs do not require a college degree though most do require at least a high school diploma. So does that mean college is not worthwhile for the majority of jobs being created...including some of the newer jobs that include Prompt Engineer and AI Auditor? It depends.

Which Career Path to Follow?

The question boils down to one's own goals and ambitions. Along with skills and passions. I might suggest that the majority of the above success stories named are not as common as we might like to think. If you read the biographies of many of these high achievers, they often indicate one of their few regrets is not finishing getting or finishing their degrees – though many also are quite content not to have done so. Star athletes and musical/screen/stage megastars are more the exception than the rule. So how about the welders (not unusual to make \$100K+ annually) and those in the trades or other choices that can be quite successful financially?

Keep in mind that the average college student changes their major three times...and that's an average. Some might change once (or none) and others five (or more) times. It is a lot easier to change direction while exploring options in school than after graduating high school, pursuing a skill path in the trades or technical fields, and then after a few years changing their mind. I do believe there is merit in allowing for growth and maturation before rushing into college. But to succeed professionally, many of us need to take advantage of continuous growth and learning. One of my favorite quotes, from over fifty years ago that I think is more valid today than it ever has been: *"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn."*

Alvin Toffler, Author of Future Shock (1970). The process of education requires us to be nimble and adaptable, and ready for the increasingly rapid pace of change.

Long gone are the days when 70% to 90% of the world population worked in agriculture-related fields (no pun intended – also see previous newsletters). We are at an ever-increasing level of specialization that focuses on specific skills, needs, and learning objectives. Apprenticeships, certificate programs, and even badges are a way of demonstrating acquired knowledge. Work EXPERIENCE is the latest common cry for employers seeking prospective candidates.

These opportunities can often jump-start a person in obtaining a job or pursuing a career path. But there is a difference between a job and a career. Jobs tend to be a way to pay the bills, which for many is fine. Careers allow one to pursue a direction that usually offers additional personal, professional, and financial rewards.

I am a Believer in Higher Ed

Let me preface my additional comments with my own biases. As a career professional and educator, I am a believer in higher education AND lifelong learning. Besides my Wharton MBA, I also earned a second master's in education (M. Ed.), along with a doctorate (DBA) in business four years ago in 2019. I am also a believer in following the money.

The accountant in me, analyzing the numbers, finds that degrees and the pursuit of higher education DOES pay! Average median earnings are over 70% higher for Bachelor degree holders aged 22 to 27 as highlighted in the chart below, with details available at <https://www.newyorkfed.org/research/college-labor-market/index.html#/wages>. Over the average lifetime, earnings are \$1.2 MILLION higher for degree holders vs those that possess only a high school diploma. Though the current unemployment rate in the U.S. is at 3.6%, college graduates with a bachelor's degree are half as likely to be unemployed, with a 2.9% unemployment rate as of February '23 (doctoral graduates are at .4%), while high school graduates without an additional degree are at 5.8% per FRED (Federal Reserve Economic Data published by the Federal Reserve Bank of St. Louis - details can be found at <https://fred.stlouisfed.org/release/tables?rid=50&eid=1197546>).



Return on Higher Ed Investment

Even with higher college costs and student loan debt averaging \$37,574 per student, with DC, Georgia, Florida, Tennessee, and SC being the highest student debt load, in that order (closer to \$33,000 overall for those pursuing bachelor's degrees). With an estimated 45.3 million borrowers per <https://educationdata.org/average-student-loan-debt>), higher education still looks to be a worthy investment. Compared to the U.S. National Debt of \$37.6 TRILLION, or federal debt per person of about \$95,000, not including state and local debt which adds another \$10,000 on average per person, student loans are a drop in the bucket at only \$1.8 trillion. As an aside, total U.S. credit card debt is at about \$1.2 trillion (per <https://www.usdebtclock.org/>). A trillion here, a trillion there, and pretty soon we're talking about some real money. We'll save the debt ceiling conversation for another day.

My ultimate answer to the initial question regarding degrees and higher education as asked above is "It Depends"!

Skills Needed for the Future of Work

So what does the future hold in store? Bernard Marr, a futurist, wrote an article titled "Top Ten Skills for 2030"...which is only seven years away (<https://www.linkedin.com/pulse/top-10-in-demand-skills-2030-bernard-marr/>)! His newsletter about the Future of Work struck a chord for me.

In case you have not seen it, and even if you have, it provided a great reminder about how to think about the future. In the interest of saving you valuable time, I have listed his Top 10 with a brief commentary. Many of the things on his list are consistent with the NACE (National Association of Colleges and Employers) Competencies that employers want. Do you agree with the list below?

1. Digital Literacy – WEF over half the jobs of 2030 will require digital literacy – so who wants to be a "Prompt Engineer".
2. Augmented Working – Using digital tools including AI and RPA to multiply our impact.
3. Sustainable Working – Greener and Cleaner.
4. Critical Thinking and Analysis – Including whether news and "facts" are real or fake.
5. Data Skills – Being able to process gobs and gobs of data...and draw conclusions.
6. Virtual Collaborative Working Platforms – Remote collaboration, including possibly working in the metaverse.

7. Creative thinking – going above and beyond, while springboarding off of others' ideas, including AI Chatbots.

8. Emotional Intelligence – tough for many humans, and even more difficult in the world of AI. Developing empathy will not only make everyone feel listened to and understood, but open doors to going beyond tolerance and lead to acceptance.

9. Lifelong Learning – Is already here! With the rapid pace of changes, yesterday's degrees and skills need to be constantly improved upon continuously. With TQM, the talk was about continuous improvement (and still is). Today that translated into continuous learning and growth. Higher education can teach us to understand and appreciate many things, including items 1-8 above, but it does not end with the degree.

10. Leadership Skills – This includes developing all of the above is like a muscle. It needs to be exercised regularly to foster growth and development.

I might add three more skills that I think will carry you far, personally, and professionally.

11. Resilience (AQ)– I don't believe there is such a thing as "failure". I prefer to call them "Learning Experiences". We all trip and fall, but by falling, we also learn to get up. I believe that how quickly you can recover from adversity will determine how fast you obtain your next success.

12. Cultural Awareness/Appreciation (CQ) – Preferring the Platinum Rule to the Golden Rule, when we can appreciate others, we can appreciate ourselves, and benefit from the diverse experiences and insights within all of us.

13. Positivity (PQ) – Negative energy sucks the air out of a room. Positivity lifts all ships. Why is it that people that smile more in interviews, or include a smile in their LinkedIn photo, leave better impressions? It is easier to tear down a building, or a person than to build it/them up. But building up is where growth and accomplishment can shine.

So are these skills being taught directly in college programs? One could argue both ways. I might suggest that there may not be specific classes addressing many of these skills, but I would suggest that many of these attributes can be gained directly from classes, as well as from engagement in extracurricular activities and team sports activities. Countless opportunities are available to learn and gain the 13 success skills above. I might even suggest that the college environment would be more conducive to these benefits than going straight to work. That does not mean that having experiences before college could not be valuable (think military or other potential learning/growth experiences).

No One Right Solution

Of course, there is not one right solution for everybody. But everybody does deserve the opportunity to become their best selves and make a difference in their own lives and in the lives of those around them.

With technology continuing to evolve exponentially, the business mantra of “Grow or Die” I think can also be applied to us as well. I have spoken with academic colleagues that chose, and continue to choose, to retire rather than transition to new technologies. Many departed when virtual classes kicked in during COVID. Today, some are turning a blind eye to AI Chatbots like ChatGPT and burying their heads in the sand rather than face the need to change and adapt.

I have spoken to business colleagues that are also choosing to leave their roles. They are retiring, shunning technological advantages that they would need to keep up with choosing to escape the challenges they would face (or what I would term opportunities).

I have also seen academic and business colleagues embrace the challenges and opportunities that come with change. Many choose to pursue interesting and exciting entrepreneurial opportunities. I also see them usually being more engaged, happy, and living longer and more productive lives stimulated in their pursuit of knowledge and growth.

So how about you? Where do you see YOUR path of growth and learning lead you?

#Skills2030 #CareerPath #FutureForwardAcademy #DrScottCPA

ChatGPT About Available Education Resources Conversation:

Q: Write a linkedin post about education resources available for career growth

A: Finding the right resources to help you advance your career can be a challenge. That's why I'm excited to share some of the amazing education resources available to help you grow professionally. Whether you're looking to build new skills, gain knowledge or network with industry professionals, these resources can provide the support you need to take your career to the next level. #CareerGrowth #EducationResources #Networking #ProfessionalDevelopment

Q: Rewrite the above interjecting emojis within the paragraph at appropriate places

A: Finding the right resources to help you advance your career can be a challenge 🤔. That's why I'm excited to share some of the amazing education resources available to help you grow professionally 📁. Whether you're looking to build new skills 🧠, gain knowledge 😊 or network with industry professionals 🤝, these resources can provide

the support you need to take your career to the next level 🚀 . #CareerGrowth
#EducationResources #Networking #ProfessionalDevelopment

Q: List specific sources of courses providing opportunities for learning and certification for little or no charge

A: 1. Coursera - offers free and paid courses from top universities and companies, with topics ranging from business to engineering and healthcare.

2. edX - provides free online courses from universities like Harvard, MIT, and UC Berkeley. Courses cover topics such as computer science, engineering, and business.

3. Khan Academy - provides free courses and video tutorials on topics such as math, science, and computer programming.

4. Codecademy - offers free and paid courses in coding, web development, and data science.

5. Udemy - provides online courses across a variety of topics and certifications, such as business, marketing, IT, and software development.

List 50 more resources like the 5 you just listed and include URLs

6. Udacity - provides online courses, nanodegrees and certifications in programming, data science, artificial intelligence, and cloud computing. <https://www.udacity.com/>

7. Alison - provides online courses in a range of topics, such as business, IT and software development, and marketing. <https://alison.com/>

8. Open Culture - provides free online courses, audio books, language lessons, and more. <https://www.openculture.com/>

9. Skillshare - provides free and paid classes in a range of topics, such as art, design, photography, and business. <https://www.skillshare.com/>

10. Treehouse - provides free and paid courses in programming, web development, and IT. <https://teamtreehouse.com/>

11. Codecademy Pro - provides free and paid courses in coding, web development, and data science. <https://www.codecademy.com/pro>

12. Free Code Camp - provides free courses in coding, web development, and data science. <https://www.freecodecamp.org/>

13. Udemy for Business - provides online courses and certifications in business, marketing, IT, and software development. <https://business.udemy.com/>

14. Lynda.com - provides online courses in a variety of topics, such as business, IT, and software development. <https://www.lynda.com/>
15. Coursera for Business - provides courses from top universities and companies, with topics ranging from business to engineering and healthcare. <https://www.coursera.org/business/>
16. Stanford Online - provides free and paid courses from Stanford University, including computer science, engineering, and business. <https://online.stanford.edu/>
17. MIT OpenCourseWare - provides free online courses from MIT on topics such as computer science, engineering, and business. <https://ocw.mit.edu/>
18. Google Digital Garage - provides free courses in digital marketing, web design, and more. <https://learndigital.withgoogle.com/digitalgarage>
19. FutureLearn - provides free and paid courses from top universities, with topics ranging from business to engineering and healthcare. <https://www.futurelearn.com/>
20. Openlearning - provides free online courses from universities and other institutions, with topics ranging from business to engineering and healthcare. <https://www.openlearning.com/>
21. Academic Earth - provides free online courses from top universities, with topics ranging from business to engineering and healthcare. <https://academicearth.org/>
22. Open Education Database - provides free online courses from universities and other institutions, with topics ranging from business to engineering and healthcare. <https://oedb.org/open/>
23. Open Yale Courses - provides free online courses from Yale University, with topics ranging from business to engineering and healthcare. <https://oyc.yale.edu/>
24. OpenStax - provides free online textbooks from universities and other institutions, with topics ranging from business to engineering and healthcare. <https://openstax.org/>
25. Khan Academy - provides free online courses and video tutorials on topics such as math, science, and computer programming. <https://www.khanacademy.org/>
26. Saylor Academy - provides free online courses in a variety of topics, such as business, IT, and software development. <https://www.saylor.org/>

27. Harvard Extension School - provides free and paid courses from Harvard University, with topics ranging from business to engineering and healthcare. <https://www.extension.harvard.edu/>
28. Canvas Network - provides free online courses from universities and other institutions, with topics ranging from business to engineering and healthcare. <https://www.canvas.net/>
29. Future Learn - provides free and paid courses from universities and other institutions, with topics ranging from business to engineering and healthcare. <https://www.futurelearn.com/>
30. iTunes U - provides free courses and audio books from universities and other institutions, with topics ranging from business to engineering and healthcare. <https://www.apple.com/itunes/itunes-u/>
31. CreativeLive - provides online courses in a variety of topics, such as business, IT, and software development. <https://www.creativelive.com/>
32. Webucator - provides free and paid courses in coding, web development, and data science. <https://www.webucator.com/>
33. Code School - provides free and paid courses in coding, web development, and data science. <https://www.codeschool.com/>
34. Thinkific - provides online courses and certifications in business, marketing, IT, and software development. <https://www.thinkific.com/>
35. Udemy for Government - provides online courses and certifications in business, marketing, IT, and software development. <https://www.udemy.com/government/>
36. Microsoft Virtual Academy - provides free online courses from Microsoft, with topics ranging from business to engineering and healthcare. <https://mva.microsoft.com/>
37. Class Central - provides free and paid courses from top universities and institutions, with topics ranging from business to engineering and healthcare. <https://www.class-central.com/>
38. Pluralsight - provides free and paid courses in coding, web development, and data science. <https://www.pluralsight.com/>
39. Learnable - provides free and paid courses in coding, web development, and data science. <https://learnable.com/>
40. LearnZillion - provides free and paid courses in coding, web development, and data science. <https://www.learnzillion.com/>

41. StackSkills - provides free and paid courses in coding, web development, and data science. <https://stackskills.com/>
42. Udacity Nanodegrees - provides free and paid courses in programming, data science, artificial intelligence, and cloud computing. <https://www.udacity.com/nanodegree>
43. Udemy Business - provides online courses and certifications in business, marketing, IT, and software development. <https://business.udemy.com/>
44. Apprenticeships - provides free and paid courses in coding, web development, and data science. <https://www.apprenticeships.gov.uk/>
45. MooC - provides free and paid courses from top universities, with topics ranging from business to engineering and healthcare. <https://www.mooc-list.com/>
46. Skillcrush - provides free and paid courses in coding, web development, and data science. <https://skillcrush.com/>
47. edX - provides free online courses from universities like Harvard, MIT, and UC Berkeley. Courses cover topics such as computer science, engineering, and business. <https://www.edx.org/>
48. OpenClassrooms - provides free and paid courses in coding, web development, and data science. <https://openclassrooms.com/en/courses>
49. FutureLearn Specializations - provides free and paid courses from universities and other institutions, with topics ranging from business to engineering and healthcare. <https://www.futurelearn.com/specializations>
50. Code Avengers - provides free and paid courses in coding, web development, and data science. <https://www.codeavengers.com/>

Note: Some of the resources and URLs mentioned above are nonexistent or are not site providing educational opportunities, but many are valid sources of free or low-cost educational resources.

Using ChatGPT as a Job Seeker

Another example of a ChatGPT conversation to research a particular company prior to a potential interview can be found below:

Q: Analyze web site for Sonoco at <https://www.sonoco.com/> and give insights on their mission, vision, and values

Note: Yes, you can insert a current URL and ChatGPT will read the contents from that URL, it just does not ACTIVELY scrape the internet for current data. Handy for company/LinkedIn analysis or summarizing

A: Mission:

Sonoco is committed to creating value for our customers, employees, communities and shareholders through responsible packaging, packaging solutions and services, and global supply chain management.

Vision:

Sonoco strives to be the premier global provider of innovative and sustainable packaging solutions and services that meet the needs of our customers.

Values:

Sonoco values integrity, a relentless commitment to innovation, customer focus, employee engagement, and a commitment to sustainability. We strive to make sure that our employees, suppliers, and customers are treated with respect and honesty. We are committed to being a responsible corporate citizen, and to making a positive contribution to the communities in which we operate.

Q: Based on the above what are they looking for in an employee:

A: Sonoco is looking for employees who possess a strong sense of integrity, who are innovative and customer-focused, and who are committed to sustainability. The ideal employee should also have the ability to collaborate and engage with other employees, suppliers, and customers. The employee should also have a strong sense of responsibility to the communities in which they operate.

Q: What is the image of them in the marketplace

A: Sonoco has established itself as a leader in the global packaging and supply chain management industry, and is seen as a reliable and responsible partner. The company is committed to innovation, sustainability, and customer service, and is seen as a trusted provider of packaging solutions and services.

Q: Share a swot analysis for Sonoco

A: Strengths:

- Global presence
- Extensive experience in packaging and supply chain management
- Commitment to innovation and sustainability
- Dedicated customer service

Weaknesses:

- Dependence on a few key markets
- Lack of brand recognition in some markets
- Limited product offering

Opportunities:

- Expansion into new markets
- Diversification of product offering
- Increased focus on sustainability and innovation

Threats:

- Competitors in the packaging and supply chain management industry
- Changing customer preferences
- Potential disruption from new technologies

Q: Provide more details, in three paragraphs, on their strengths

A: Sonoco's strengths include their global presence, extensive experience in packaging and supply chain management, commitment to innovation and sustainability, and dedicated customer service. With operations in 34 countries and over 20,000 employees, Sonoco is a global leader in the packaging and supply chain management industry. The company has over a century of experience in the industry and is known for its commitment to customer service and responsible business practices. Sonoco also takes pride in their commitment to innovation and sustainability and is constantly looking for ways to improve their products and services.

Sonoco also has a strong customer focus, and works to build relationships with customers to ensure they get the best possible service. Their customer service team is dedicated to understanding customer needs and providing customer-centric solutions. Sonoco also offers a variety of packaging and supply chain solutions, including custom packaging, product design and development, and global logistics. These solutions are designed to meet the needs of their customers and provide efficient, cost-effective solutions.

Finally, Sonoco is committed to sustainability and has implemented a number of initiatives to reduce their environmental impact. These initiatives include using recycled materials, reducing energy consumption and waste, and developing renewable energy sources. Additionally, Sonoco has been recognized for its commitment to sustainability,

Q: Dive into Sonoco's branding and image on social media. what do they project

A: Sonoco has a strong presence on social media, with accounts on platforms such as Facebook, Instagram, Twitter, YouTube, and LinkedIn. On these platforms, they share content related to their products and services, as well as company news and updates. Their content is focused on highlighting their commitment to sustainability, innovation, and customer service. They also use their social media accounts to connect with their customers and engage in conversations about their products and services.

Sonoco also uses social media to promote their brand and image. They share images and videos from their factories and offices, as well as customer stories and testimonials. They also use their accounts to highlight their commitment to sustainability, innovation, and customer service. Additionally, Sonoco uses social media to host contests and giveaways, to engage with their customers and build relationships. They also use their social media accounts to promote their partnerships with other brands and organizations.

Q: Share specific sustainability efforts of Sonoco and specific metrics associated with those efforts

A: Sonoco has a suite of sustainability initiatives that focus on reducing waste and energy consumption, increasing the use of renewable energy sources, and promoting environmental stewardship. Some of their specific sustainability efforts include:

- Recycling: Sonoco has implemented a recycling program that diverts waste from landfills, reduces energy consumption, and conserves resources. They have set a goal of recycling or reusing at least 75% of their packaging by 2025.
- Renewable energy: Sonoco has invested in renewable energy sources such as wind and solar power, and has set a goal of sourcing 20% of their energy from renewable sources by 2025.

- Sustainable packaging: Sonoco has developed sustainable packaging solutions that are designed to reduce waste and improve efficiency. They have set a goal of reducing total packaging weight by 15% by 2025.

- Water conservation: Sonoco has implemented a water-conservation program that focuses on reducing water consumption and improving water-quality monitoring. They have set a goal of reducing water consumption by 10% by 2025.

Q: Am seeking a position as a marketing director at Sonoco, which skills should i emphasize

A: As a potential Marketing Director at Sonoco, you should emphasize your skills in customer service, digital marketing, and branding. You should also focus on your ability to develop and execute successful marketing campaigns, as well as your knowledge of the packaging and supply chain management industry. Additionally, you should demonstrate your knowledge of sustainability initiatives and your commitment to innovation. Finally, you should emphasize your ability to collaborate and work with a team, as well as your capacity to think strategically and analytically.

Q: Draft a cover letter based on the above paragraph

A: Dear Hiring Manager,

I am writing to express my interest in the position of Marketing Director at Sonoco. With over 10 years of experience in the packaging and supply chain management industry, I believe I have the skills and experience necessary to excel in this role.

I have a strong background in customer service, digital marketing, and branding. I am experienced in developing and executing successful marketing campaigns, and I have a strong understanding of sustainability initiatives. Additionally, I have a keen eye for detail, and I am experienced in data analysis.

I am confident that I have the skills, experience, and drive to be an asset to the Sonoco team. I am passionate about the industry, and I am committed to driving innovation and sustainability. I look forward to the opportunity to discuss my qualifications further and to contribute to the success of Sonoco.

Thank you for your time and consideration.

Sincerely,

[Your Name]

MORE EFFECTIVE HUMAN WRITTEN COVER LETTER

NOTE: ChatGPT cover letters should obviously NOT be sent as it was originally produced. The reality is if you want an effective and attractive cover letter produced you need to attract the attention of the HR professional. You need to distinguish yourself. It is suggested that you start with THE COMPANY and not you, after all, it is the company that you want to fit in with. Showing that fit is crucial. A sample, more appropriate, rewritten letter (call it a teachable moment) might be better as follows:

Dear Hiring Manager,

Sonoco is committed to innovation, sustainability, and dedicated customer service, and these values are exactly what I subscribe to as a Marketing Director. I am writing to express my interest in the position of Marketing Director at Sonoco. With over 10 years of experience in the packaging and supply chain management industry, I believe I have the skills and experience necessary to excel in this role.

I have a strong background in customer service, digital marketing, and branding. I am experienced in developing and executing successful marketing campaigns, and I have a strong understanding of sustainability initiatives. Additionally, I have a keen eye for detail, and I am experienced in data analysis.

I am confident that I have the skills, experience, and drive to be an asset to the Sonoco team. I am passionate about the industry, and I am committed to driving innovation and sustainability. I look forward to the opportunity to discuss my qualifications further and to contribute to the success of Sonoco.

Thank you for your time and consideration.

In appreciation,

Q: Redraft the above letter in the style of Dr. Seuss

Dear Hiring Manager,

My name is [Your Name] and I'm here to say

That I'd like to apply for the Marketing Director at Sonoco today.

I have the skills that are just right,

Like customer service and digital marketing insight.

I know all about branding and I'm sure to please,

And I've got a background in sustainability, if you please.

Data analysis is something I'm quite keen,

And I'm sure I could help the team reach its goals with aplomb and keen.

I'm passionate about the industry and I'm eager to learn,

So please consider me for the role and I'll show you what I can earn.

Thank you for your time and consideration,

Sincerely,

[Your Name]

Q: What are 10 DEI&B initiatives at Sonoco

A: 1. Establishing a Diversity, Equity and Inclusion (DEI) council to ensure diversity and inclusion in all aspects of the organization.

2. Developing a comprehensive DEI strategy and implementing it across the organization.

3. Conducting mandatory diversity and inclusion training for all employees.

4. Establishing an employee resource group program to empower employees and foster collaboration.

5. Launching an employee mentorship program to promote diversity and inclusion in the workplace.

6. Partnering with minority-owned businesses to increase supplier diversity.

7. Implementing a “no tolerance” policy for any kind of harassment or discrimination in the workplace.

8. Creating a safe and inclusive environment for employees of all backgrounds and identities.

9. Increasing the representation of minority groups in leadership roles.

10. Supporting the development of diverse talent by providing resources and learning opportunities.

Q: How many board members does Sonoco have and how many are non-white

A: Sonoco currently has 12 board members. Of those 12 board members, 3 are non-white

(Note: As of 2/23, there are 11 board members and 1 is non-white)

Q: How many female board members does Sonoco have

A: Sonoco currently has 3 female board members.

(Note: As of 2/23, there are 4 female board members)

Q: What are the names of the current board members at Sonoco

A: The current board members at Sonoco are:

1. Jennifer F. Alford
2. Alan B. Ross
3. Thomas K. Brown
4. David A. Haffner
5. Robert E. Lane
6. M. Jack Sanders (Note: Retired President/CEO of Sonoco as of 2/23)
7. Laurette T. Koellner
8. William T. McCombe
9. Thomas J. Krenik
10. Hugh M. Welsh
11. William J. Harvey (Note: President of DuPont Packaging, LinkedIn profile does not include Sonoco)
12. Gail J. McGovern

Note: Answer above is probably fiction. NONE of the above names match any of the current board as of 2/23/23

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