



## A comprehensive and easy-to-implement soft skills training and credentialing solution for apprenticeship programs.

### the SUMMARY

In 2022, **FloridaMakes** became the first statewide organization to add the **Florida Ready to Work** soft skills training to their required apprenticeship curriculum. Florida manufacturing is a high-growth industry in need of high-performance talent. Apprenticeships are integral to solving this talent challenge. **FloridaMakes** and **Florida Ready to Work** partnered to ensure Florida manufacturing apprentices have both the technical skills and the essential soft skills necessary for individual and industry growth now and into the future.

### the WHY

Florida employers, including manufacturers, again and again point to the lack of essential employability skills as a primary barrier to job and economic growth. **More than 80 percent of Florida business leaders across industry sectors, surveyed by the Florida Chamber of Commerce, "emphasized the importance of employability skills."** These skills which include communication, critical thinking and problem solving are universally valuable work competencies that are essential to adapting to shifting demands within and between careers."

The Florida Skills Gap and Job Vacancy Study by **CareerSource Florida** also identifies soft skills – twice as often as technical skills – as a leading workforce development challenge.

**"Soft skills are the foundation of a successful manufacturing workforce. While technical expertise builds competency, it's the ability to communicate, collaborate, and adapt that truly fuels innovation and drives efficiency in the manufacturing talent pipeline."**

- Rob Harris, Executive Director, Sarasota-Manatee Area Manufacturers Association and Southwest Regional Manufacturers Association



# the ADVANTAGE

**Florida Ready to Work** provides training and credentialing of the transferable soft skills required for most manufacturing jobs in Florida. The advantages of using this program for apprenticeships are:

- Online, self-paced training that can be used for related technical instruction hours at no cost to the apprentice or employer.
- Maximizes apprenticeship completion and manufacturer return on investment.
- Responds to manufacturer demand for “soft skills” ready talent.
- Underlying skills are aligned to U.S. Department of Labor O\*NET Job Zones Framework and career pathways for apprentices.
- Employer valued credential, giving apprentices a competitive advantage when applying for work and reducing employer hiring / training costs.

## the TRAINING

The **Florida Ready to Work** soft skills solution features highly interactive digital training focused on in-demand employability skills including communicating effectively, conveying professionalism, teamwork and collaboration, and thinking critically and solving problems.

Each fully narrated module includes a pre-test, career contextualized direct instruction, and a posttest to measure learning gains. Employers share in their own words why soft skills matter. Scripted scenario-based videos demonstrate the best and the worst soft skills response to relatable workplace situations.

Individuals passing a one-hour proctored assessment earn the **Florida Ready to Work Soft Skills Credential**, endorsed by the National Work Readiness Council and signed by the Governor.



### COMMUNICATING EFFECTIVELY

- Understand the elements of effective listening, speaking, and writing
- Consider the purpose, audience, and medium of communication, including email etiquette, texting, and social media
- Understand the role of the customer and develop positive customer relationships
- Adopt a growth mindset and become an active learner
- Demonstrate strategies for conflict resolution



### CONVEYING PROFESSIONALISM

- Build trust through punctuality, dependability, and accountability
- Demonstrate integrity, initiative, and a strong work ethic
- Represent the organization in the workplace and beyond with pride and professionalism
- Develop organizational skills and effective work habits
- Manage time effectively and prioritize tasks
- Use common technology and choose tools to fit tasks
- Develop basic business acumen



### PROMOTING TEAMWORK AND COLLABORATION

- Recognize the characteristics of an effective team member
- Develop leadership skills
- Recognize, celebrate, and incorporate individual differences in the workplace



### THINKING CRITICALLY AND SOLVING PROBLEMS

- Adapt to new information and circumstances
- Make decisions with logic and reason
- Demonstrate awareness of systems and design for improvement
- Use a cycle of inquiry to investigate a problem
- Evaluate and interpret data sources and visual displays

# *the* RESULTS

**Florida Ready to Work** is delivering on manufacturing industry demand for work ready talent with the transferrable soft skills required for employers and their employees to innovate and grow.

# 96%

of apprentices who have taken the assessment have earned the **Florida Ready to Work Soft Skills Credential**.



**“Our partnership with Florida Ready to Work increases the value proposition we bring to the manufacturers we serve.”**

- Kevin Carr, CEO, FloridaMakes

**“I did learn a lot more about communicating and being a better person. This is a very good course to take.”**

- Randal Neff, FloridaMakes apprentice at Sun Hydraulics



**Florida Ready to Work** is a research-based career readiness program focused on developing a work ready talent pipeline with the foundational employability skills required for individual, business, and whole community economic well-being and growth. Florida Ready to Work is funded by the state of Florida and administered by the Florida Department of Commerce in partnership with WIN Learning, a national career readiness solutions company. WIN's e-learning solutions include academic and employability skills courseware, assessments, and nationally recognized credentials endorsed by the National Work Readiness Council. For more information, go to [www.winlearning.com](http://www.winlearning.com).

**888.717.9461 | @winlearning | [linkedin.com/company/winlearning](https://www.linkedin.com/company/winlearning)**

## About **FloridaMakes**



**FloridaMakes** is a statewide, industry-led, public-private partnership operated by an alliance of Florida's regional manufacturers associations and partner organizations with the sole mission of strengthening and advancing Florida's economy by improving the competitiveness, productivity, and technological performance of its manufacturing sector. FloridaMakes is the representative of the Manufacturing Extension Partnership (MEP) National Network in the state of Florida, a program of the National Institute of Standards and Technology, an agency of the U.S. Department of Commerce. For more information about FloridaMakes, visit **FloridaMakes.com**.

**407.450.7206 | @FloridaMakes | [linkedin.com/company/floridamakes](https://www.linkedin.com/company/floridamakes)**



## *finalist* **Apprentice of the Year**

Cherise Hill was a finalist for the 2023 **FloridaMakes Apprentice of the Year**. She was one of the first apprentices to earn her **Florida Ready to Work Soft Skills Credential**. She has since been promoted to designer on the engineering team at Oshkosh AeroTech. Dale Koger, Cherise's manager said, "**Her excellent assembly skills and new found soft skills will bring a new level of experience to the team. We look forward to assisting Cherise in her continued career growth at Oshkosh AeroTech.**"