**What employers look for**

Listed next are some qualities employers typically mention that they are looking for in employees. Imagine yourself as a personnel director who wants to hire a college graduate for his firm. What are the qualities using “1” to indicate “most important” and “13” to indicate “least important?”

**Qualities**

a. Ability to get along with people, self-confidence, and leadership potential

 b. Academic achievement, grades

 c. Well thought-out personal and career goals

 d. Interest in the type of work my company performs

 e. Personal initiative, enthusiasm, drive

 f. Ability to express herself orally and in writing

 g. Realism of salary demands, willingness to work up from the bottom

 h. Personal appearance

 i. Involvement in extracurricular activities

 j. Awareness of what my company is all about, has read literature about it

 k. Willingness to travel or move

 l. Concern for security and benefits versus interest in job

 m. Preparation for position for which he/she is applying