

WMU Business Technology Network presents:

Top 7 “Soft Skills” for Business Professionals

Technical skills and knowledge contribute to only 15 percent of one's success while soft skills make up the remaining 85 percent. Learn what these skills are and how they will impact your chance of finding a job, and keeping it!

Gary Mescher

Business Development Manager for BDO Seidman, LLP, a national accounting firm, with Michigan offices in Kalamazoo, Grand Rapids, and Detroit. He speaks frequently on the topic of effective networking to classes at Michigan State University and Grand Valley State University. Gary is a graduate of Michigan State University. He is past president of



Matthew Mace

President/CEO for BlueGranite, Inc., a national IT consulting firm, with Michigan offices in Kalamazoo and Detroit, and regional offices in Illinois, Ohio, Tennessee, and Washington. Matthew was selected as one of the Top 40 Business Leaders Under 40 for West Michigan, and was a Western Michigan University Alumni Spotlight recipient. He is a Computer Information Systems graduate of Western Michigan University and completed his MBA at the Stephen M. Ross School of Business at the University of Michigan.



Date: September 16, 2009

Time: 5:00-7:00 p.m.

Who: All Business Students

Where: Schneider Room 1120

Join us for pizza, pop, and an interactive discussion on:

- Essential soft skills that you will need as a business professional
- How soft skills can help prepare you to land a job and jump start your career
- How to meet people and build relationships
- How to use social networking tools
- How to create and deliver presentations
- How to prepare for negotiations
- Importance of teamwork and collaboration
- Art of listening and note taking
- Emotional Intelligence

Sponsored by: BTN Student Organization and Department of Business Information Systems at Haworth College of Business

