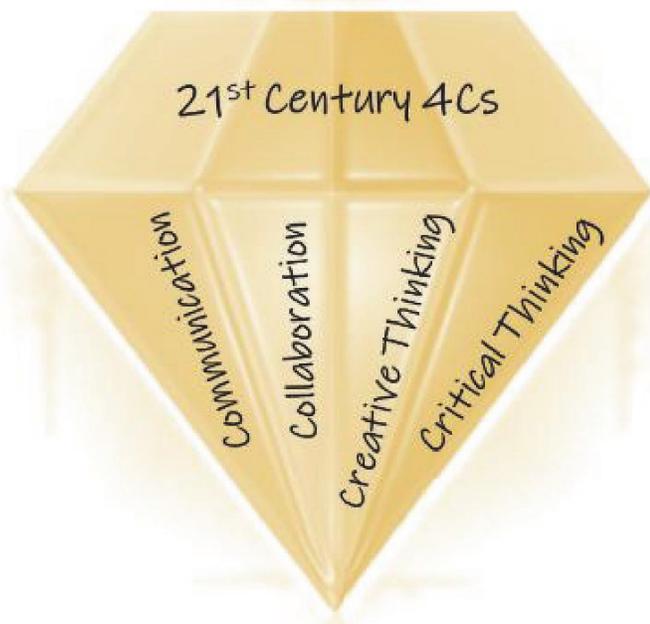


What Should Graduates Have to Sell Themselves?

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Graduates are like diamonds. The quality of diamonds is determined by 4Cs which are clarity, colour, cut and carat weight. As for graduates, their quality also depends on 4Cs which are referred to four skills namely communication, collaboration, creative thinking, and critical thinking. This article thus illustrates how crucial these 4Cs are to make them more outstanding, "saleable" in the job market and can perform their jobs effectively.



To begin with, communication at the workplace is not only being able to be proficient in a language, especially English. Graduates also need to be sensitive to cultures. Moreover, with the advancement of technology especially in the Internet of Things (IoT), the world becomes borderless. Thus, working space can occur virtually involving people from anywhere in the world as geographical location is not a restriction anymore. Communication at the workplace just occurs online involving employees from various countries which have different cultures. This commonly happens in multinational companies which usually set a team for performing tasks to solve global challenges faced by the company. Therefore, it is insufficient for 21st century graduates to be only proficient at languages, but they must also be aware of different cultures in order to be effective and efficient in a geographical borderless workplace.

Another quality which is also important to possess is collaboration skills. This means that graduates should be able to work well with others which requires them to communicate-

clearly, understand others' perspectives, be responsible for the mistakes that they make and meet the team's expectations. In addition, having team diversity is also an element that is embedded in collaboration skills that require graduates to cooperate and show mutual respect to their team. It is apparent then for employers to seek employees who can function effectively and efficiently – in other words professionally. To meet these qualities, graduates need to know how to balance their personal gain in order to achieve team goals. Hence, there are many values that need to be instilled and acquired by them before they 'sell' themselves to their future employers.

In determining the quality of graduates in the job market, creative thinking is as important as the other two skills mentioned. Creative thinking is commonly associated with something which comes from out-of-the-box methods and unusual situations. It can be very mundane to perform a task using a traditional and predictable way which will only give the same result. Furthermore, working in the 21st century work environment requires graduates to think creatively in order to boost company's production and productivity. This means that they should be able to come up with new and sometimes unique ideas in executing their job or team's assignment. Being a creative thinker at the workplace takes a toll-

if the decision made or the solution taken does not seem to work. Indirectly, the process will cause one to take the risks. Indeed it is crucial for graduates to learn to face and accept failures as they need to see the success in failures or they will be stuck doing boring stuff everyday.



Finally, out of these 4Cs, critical thinking which commonly goes along with problem-solving skills is thought to be the most valued skill in many organisations. Although the modern workplace is operated by digitisation, good critical thinkers remain significant. Employers still prioritise employees who possess the competencies in critical thinking and problem solving. Realising the fact that the goal in any profession requires these skills, critical thinking employees are seen to be people who are reflective, creative, independent and competent. They get to analyse information objectively and logically rather than emotionally.

Thus, should graduates possess critical thinking skills, it enables them to communicate ideas better, provide good solutions which can determine the success of their career.

In conclusion, graduates in the 21st century must be equipped with the skill set namely 4Cs (communication, collaboration, creative thinking, and critical thinking). The skillset can enhance their effectiveness in the workplace either virtual or physical, enable them to work with colleagues with the same or different cultural backgrounds, and help them to create unique solutions to challenging demands.

