

# ATTRIBUTES AND SUB-ATTRIBUTES



## COMMUNICATION

- Effective speaking and presentations, appropriate for specific audiences and contexts
- Writing coherently and persuasively, appropriate for specific audiences and contexts
- Seeking clarification when unclear
- Sensitivity to others
- Assertiveness and negotiation
- Tactfulness and diplomacy
- Showing the confidence to network effectively and for specific purposes
- Using social media effectively to build networks of contacts



## TEAM WORKING AND LEADERSHIP

- Co-operating and collaborating with others
- Working to shared aims
- Taking other viewpoints
- Empathising with other people's position
- Giving constructive feedback to a team
- Contributing to discussions
- Taking the lead when required
- Showing initiative
- Motivating team members
- Delegating and assigning responsibility



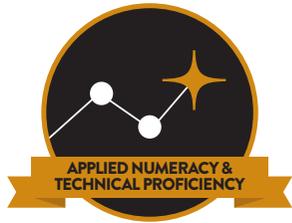
## SELF MANAGEMENT AND PROFESSIONALISM

- Taking responsibilities and ownership of action
- Considering implications of actions
- Flexibility and adaptability
- Showing resilience
- Setting priorities and juggling competing demands
- Setting goals and meeting deadlines
- Improvement of performance through reflective learning
- Understanding work cultures and practices, including being 'professional'



## PROBLEM SOLVING

- Identifying problems and their causes
- Analysing facts and circumstances
- Breaking down an issue into component parts
- Considering new angles
- Overcoming set-backs
- Creativity in generating solutions



### DIGITAL LITERACY AND IT

- Using a range of digital technologies, software, and web platforms for academic and professional career development purposes
- Using appropriate digital technologies and resources to locate diverse types of information for both academic and non-academic purposes.
- Using office software and systems
- Using spreadsheets and other databases
- Developing websites, platforms or systems

### APPLIED NUMERACY AND TECHNICAL PROFICIENCY

- Performing routine calculations, e.g. making estimates, calculating percentages, applying formulae
- Using skilled techniques for academic and professional/career development purposes
- Using statistical or modelling software
- Analysing and interpreting data

### CAREER MANAGEMENT

- Reflecting on and articulating qualities, strengths and skills
- Researching and evaluating career options
- Networking, developing personal contacts and speaking to employers
- Researching sectors, employers and opportunities for job and career paths
- Creating strong CVs, applications and online profiles for the purposes of securing employment
- Performing well in selection tests and at interview

### COMMERCIAL AWARENESS

- Appreciation of business bottom lines, priorities, and the needs of graduate employers
- Knowledge of main competitors within a sector
- Knowledge of the link between academic subjects and their commercial applications
- Understanding and prioritising customer needs
- Appreciation of good practice in customer service
- Applying learning from commercial and customer situations to improve outcomes
- Effective marketing to customers using a range of channels and media




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## INNOVATION AND ENTERPRISE

- Taking an idea through to it's practical application
- Showing the confidence to introduce and establish something new
- Looking for innovative solutions to problems
- Understanding what is required to launch a business or venture
- Applying an enterprising mindset to situations
- Taking risks with a new idea or direction




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## CITIZENSHIP AND STEWARDSHIP

- Understanding your place within local and global communities
- Awareness of one's own cultural beliefs, norms and attitudes, and those of others
- Awareness of the need to manage shared and finite resources
- An ability to improve the lives of others and lobby for positive change through community and/or political engagement
- Mixing with peers from different cultures
- Understanding equality and diversity
- Appreciation of the benefits of living in another culture