



What Employers and CE Providers Say Students Still Need

Bridging the Gap

with Darren Buford

Print this handout or download the document and then use the text boxes to type notes.

- I. Survey sent to employers and CE providers
 - A. What do you notice that recent graduates are doing well?
 - B. What do you find missing from the skill sets of recent graduates? Please be as specific as possible.
 - C. Please share any thoughts and ideas you have for school owners, administrators, and instructors to bridge the gap in skill sets you find are lacking.

- II. What new grads are doing well
 - A. Genuine desire to help people
 - B. Enthusiasm
 - C. Hunger to learn and grow
 - D. Core massage skills

- III. Skill sets that could be enhanced
 - A. Critical thinking

 - B. Soft skills, communication

 - C. Professionalism

 - D. Timing within a session: both too short and too long

 - E. Massage techniques: pressure and flow

 - F. Confidence

 - G. Body mechanics

 - H. Ethics

IV. Ideas to help bridge the gap

A. Critical thinking

B. Soft skills, communication

C. Professionalism

D. Timing within a session: both too short and too long

E. Massage techniques: pressure and flow

F. Confidence

G. Body mechanics

H. Ethics

Facilitator Bio

Darren Buford is vice president, ABMP and communications. He is the former editor of *Massage & Bodywork* magazine and has worked for ABMP for 25 years. He has served as board member and president of the Western Publishing Association, as well as board member for Association Media & Publishing. Contact him at darren@abmp.com.