



Where talent meets potential.

MEDIA RELEASE

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Shoring up talent supplies in STEM means employers need to recognise potential and stop judging people by their degrees and past experiences.

There is a shortage of people choosing to study science, technology, engineering and maths. As reported today on ABC's AM program, cyber security experts meeting in Sydney will warn Australia is falling behind in its need to upskill workforces to prevent growing cyber threats.

Career expert, Libby Marshall says, "It's not that people are not interested in these subjects, its more that students considering these disciplines cannot identify solid career opportunities and attractive career pathways within these disciplines. And those who have studied STEM often find themselves in their early careers seeking job transition because they do not want to be excluded from career choices that are merely based on their degree and the limitations of working in these disciplines."

She went on to say, "Whilst degree education should provide an amazing opportunity, the reality is for many graduates, the trend towards credentialism paints a depressing picture of underemployment, unfulfilling careers, wasted dollars and lost potential. To add, the rhetoric that has formed around the irrelevance of education is just making the situation worse. It is shattering the confidence and the career aspirations of people all over Australia."

One solution is that employers need to focus on natural talents. Regardless of your education or your degree, natural talents are a key differentiator and an absolute indicator of potential. The second part to a solution is to find new ways to attract, identify and engage with talent as early as possible and hire based on career aspirations, potential and strengths, and not experience.

Libby adds, "Many STEM graduates, by their very nature, are introverted and find it challenging to communicate their narrative when positioning themselves for where they want to work with the work and research undertaken at university often too complicated for most of us to understand. Employers potentially mark against talent unable to articulate their value proposition confidently – yet, these people may be brilliant. And as our worlds of work change, we continue to learn the importance STEM holds in workforce capability given exponential use of technology in every industry.

For business leaders the key to success will depend on their ability to identify and harness the capability, capacity and potential of people who have studied STEM, creating development programs designed to empower and prepare people for their future and their sustained employability.

Steam Capital is addressing this very issue and has been working on a solution since 2017. In October 2019 Steam Capital will launch its Masters in Me program and its STEAM Connect talent pipelining portal to the Asia Pacific market. This solution transforms the way people prepare for the employment process and presents employers with a new way to attract, identify and engage with talent they need for future jobs.

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