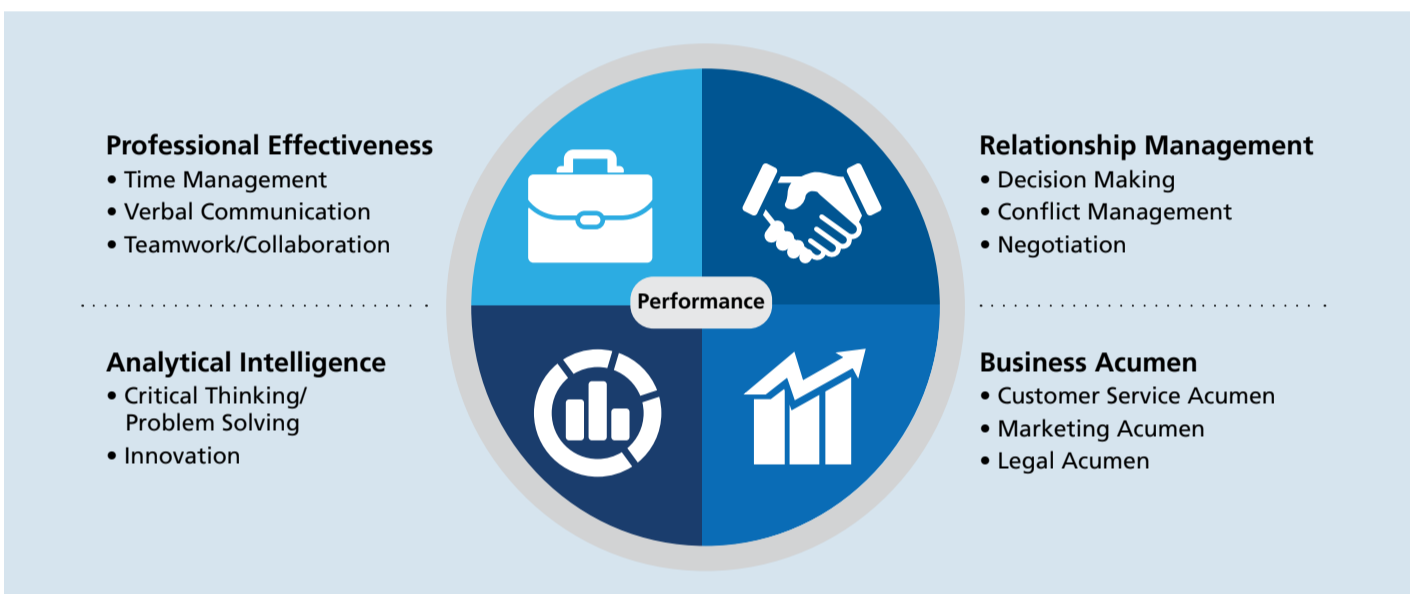




Success Skills for the Digital Age

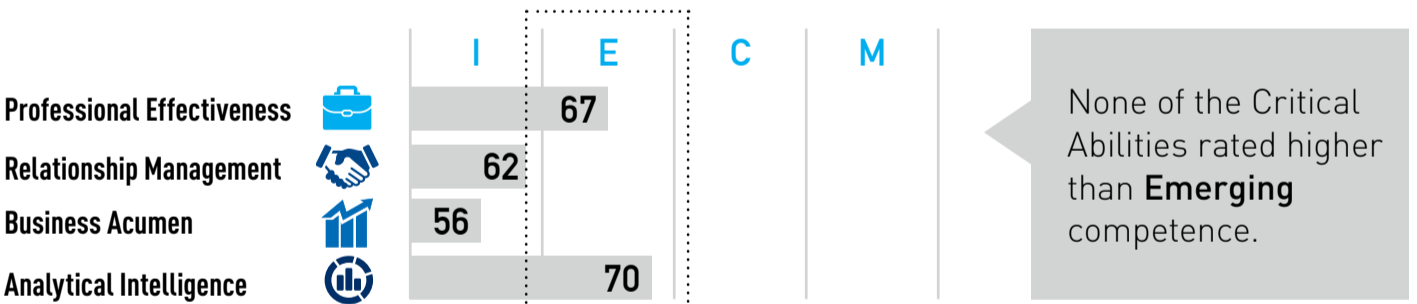
In a worldwide study of 11,624 employees at all levels, AMA examined the confidence these employees have in specific areas of knowledge, skills and experience that are critical for business success.

Results indicated many “skill gaps” in 4 Critical Abilities:

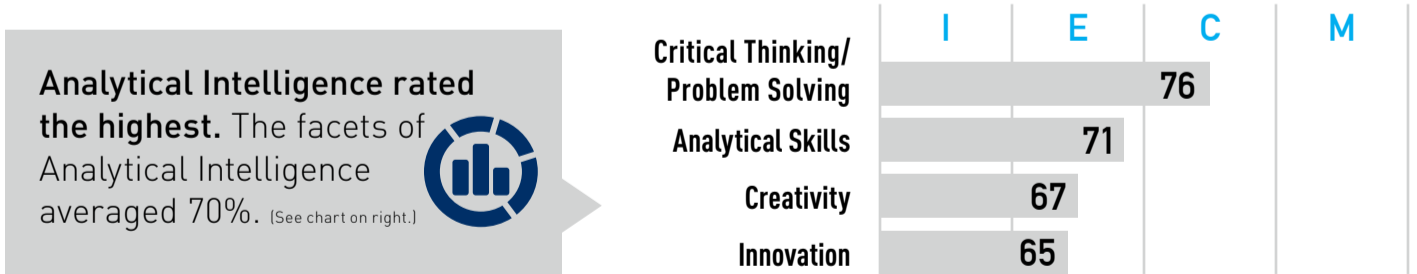


Employees rated themselves in these four Critical Abilities, resulting in the following skill levels (from lowest to highest): “Insufficient” (I), followed by “Emerging” (E), “Competent” (C) and “Mastery” (M).

HOW EMPLOYEES RATED THEMSELVES



WHAT EMPLOYEES FELT THEY EXCELLED AT



I = Insufficient (<62.5) E = Emerging (62.5–74.9) C = Competent (75–87.4) M = Mastery (87.5+)

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[Click here](#) to download a copy of AMA’s white paper on *The Four Critical Abilities: A Fresh Look at the Skill Gaps of Employees at All Levels of Organizations*.