

# The Industry Interface

John Daly

Swiss Education Group

*Declining portions of the labor force are engaged in jobs that consist primarily of routine manual labor. Growing proportions of the labor force are engaged in jobs that emphasise expert thinking or complex communication – tasks that computers cannot do.*

Frank Levy and Richard Murnane (2004)

# My Proposition

1. Hospitality Education and the Industry interface might provide the best opportunity to develop 21 century skills for our learners.
2. There is often mismatch between Hospitality education needs and industry needs

# 2020 Skills

## FUTURE WORK SKILLS OF 2020:



LONGEVITY



SMART  
MACHINES



COMPUTATIONAL  
WORLD



NEW MEDIA  
ECOLOGY



SUPER STRUCTED  
ORGANIZATION



GLOBALLY  
CONNECTED



SENSE  
MAKING

ABILITY TO DETERMINE THE DEEPER  
MEANING OR SIGNIFICANCE OF WHAT  
IS BEING EXPRESSED

THE DRIVERS:



SOCIAL  
INTELLIGENCE

ABILITY TO CONNECT TO OTHERS IN A  
DEEP AND DIRECT WAY, TO SENSE AND  
STIMULATE REACTIONS AND DESIRED  
INTERACTIONS

THE DRIVERS:



NOVEL AND  
ADAPTIVE THINKING

PROFICIENCY AT THINKING AND  
COMING UP WITH SOLUTIONS AND  
RESPONSES BEHOND THAT WHICH IS  
ROTE OR RULE-BASED

THE DRIVERS:



# 2020 Skills

THE DRIVERS:



CONCEPTS AND TO UNDERSTAND  
DATA BASED REASONING

THE DRIVERS:



MEDIA FORMS, AND TO LEVERAGE  
THESE MEDIA FOR PERSUASIVE  
COMMUNICATION

THE DRIVERS:



TRANSDISCIPLINARY

LITERACY IN AND ABILITY TO  
UNDERSTAND CONCEPTS ACROSS  
MULTIPLE DISCIPLINES

THE DRIVERS:



DESIGN  
MINDSET

ABILITY TO REPRESENT AND DEVELOP  
TASKS AND WORK PROCESSES FOR  
DESIRED OUTCOMES

THE DRIVERS:



COGNITIVE LOAD  
MANAGEMENT

ABILITY TO DISCRIMINATE AND FILTER  
INFORMATION FOR IMPORTANCE,  
AND TO UNDERSTAND HOW TO  
MAXIMIZE COGNITIVE FUNCTIONS

THE DRIVERS:



# Proposition 2 – The Mismatch ?

- Who decides the educational outcome?
- Who are our customers?
- Who decides who our customers are?

What might academic leaders do to close this gap?