Commercial Awareness: a cross-department collaboration

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Information and Digital Literacy
“...you are giving me bad numbers and bad research information...you are not credible...”

Peter Jones, Dragons’ Den, 2010

Welcome to the Library guide to Information and Digital Literacy for Employment.

Information and Digital Literacy: For education, employment and citizenship.

Information and digital literacy (IDL) enables engaged learning. It blends information literacies with digital capabilities transcending technological skills and tools to identify with learning, living and working in a fluid digital world.

Information and digitally literate students are responsible and empowered citizens who develop positive and influential digital identities.

There are six broad literacies supported at the University of Sheffield:

Discovering  Understanding  Questioning  Referencing  Creating  Communicating

University of Sheffield economics student, Baiju Shah, talks about information literacy, employability and commercial awareness.
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information academic & study careers & employability enterprise

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What is Commercial Awareness?

The University of Sheffield Careers Services' "Commercial Awareness" statement:

"There is no one definition of 'commercial awareness' ... however, in essence, it means understanding the business you are applying to, your role within it and the environment in which it operates. You also must have an understanding of current affairs and how this might affect the organisation, and other organisations in that sector, too."
The skills gap

- Managing up: Employers training 50%, graduate intakes 4%
- Dealing with conflict: Employers training 71%, graduate intakes 10%
- Negotiating/influencing: Employers training 92%, graduate intakes 11%
- Commercial awareness: Employers training 79%, graduate intakes 15%
- Business communication: Employers training 66%, graduate intakes 20%
- Self-awareness: Employers training 86%, graduate intakes 29%
- Problem-solving: Employers training 69%, graduate intakes 63%
- Interpersonal skills: Employers training 88%, graduate intakes 68%
- Teamwork: Employers training 79%, graduate intakes 82%
How do you prove it?

Application

How do you see this role fitting into the organisation as a whole?

Interview

What do you think we can learn from our competitors?
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<thead>
<tr>
<th><strong>Business Source Premier</strong></th>
<th>Use the <strong>Company Profiles</strong> section for market intelligence reports on major companies</th>
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<tr>
<td><strong>Nexis</strong></td>
<td>Find <strong>news stories</strong> on the company or organisations you’re interested in. Includes paid-for content</td>
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<td><strong>Mintel</strong></td>
<td>Tells you all about the <strong>wider market</strong>. What are the trends? Where is the growth? Excellent business intelligence resources</td>
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<table>
<thead>
<tr>
<th><strong>Commercial Awareness Canvas</strong></th>
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<tbody>
<tr>
<td><strong>INFLUENCES</strong></td>
</tr>
<tr>
<td><strong>KEY ACTIVITIES</strong></td>
</tr>
<tr>
<td><strong>UNIQUE VALUE</strong></td>
</tr>
<tr>
<td><strong>CUSTOMER RELATIONSHIPS</strong></td>
</tr>
<tr>
<td><strong>CUSTOMER SEGMENTS</strong></td>
</tr>
</tbody>
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<th><strong>KEY RESOURCES AND PARTNERS</strong></th>
<th><strong>Ethos and Values:</strong></th>
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<table>
<thead>
<tr>
<th><strong>COST STRUCTURE</strong></th>
<th><strong>REVENUE STREAMS</strong></th>
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“The tools explained are a life changer”
Thank you 😊

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