

# THE CLEARY MIND™

**PREPARING STUDENTS FOR  
A CONSTANTLY CHANGING  
WORKFORCE**



Survey after survey reveals that employers want general workplace skills in addition to the technical competencies specifically listed in a job description. To understand employer needs better, Cleary conducted extensive research and spoke with countless business leaders to find out what they wanted and needed in their future employees. What was most important to them in workplace competencies? Who did they want to hire? What skills were they looking for?

We also reviewed hundreds of job descriptions, looking for similarities in competencies prospective employers were seeking when interviewing potential candidates. We compiled and validated this information to align with the labor market, which resulted in the foundation of The Cleary Mind.

We designed and now deliver a unique curriculum that gives our students a competitive advantage over other graduates. It is the core of who we are at Cleary and who you will become as you pursue your business degree with us.

We produce leaders who are creative thinkers, problem solvers, effective and persuasive communicators, and ethical mentors with the skills to be successful entrepreneurs. That's why employers want to hire our graduates and why Cleary students earn starting salaries which are among the highest in Michigan.

In fact, Cleary graduates earn the third highest salaries in Michigan among public and private institutions two years after graduation.

*\*US Department of Education rankings; College Scorecard 2022, provided by EdSurge*

# THE CLEARY MIND: Preparing students for a constantly changing workforce

Cleary has a long history of innovation and creativity. As we constantly look into the future to prepare our students for the practical needs of business and for the challenging realities of the workplace, we remain rooted in our belief that Cleary improves the quality of life for graduates and the those around them. This always will remain the core of Cleary and what distinguishes us from other universities.

## The eight attributes of The Cleary Mind



## The Cleary Mind Opportunity

Most college students hope to land the ideal job and live their dream. Cleary University offers every student that opportunity ... that "secret to success" is The Cleary Mind. As students begin their academic career at our university – online or on campus – they begin learning the attributes of The Cleary Mind. By the time they graduate, The Cleary Mind has become their way of thinking and living. If any student on campus is stopped and asked, "what does The Cleary Mind mean to you," we will get a different answer from each student because every student fits these attributes into their own set of values and goals.