Top 10 Skills Employers Seek in 2026

Prepare for success with the skills every employer wants.

The job market in 2026 demands more than technical knowledge. Employers are searching for graduates who can communicate clearly, think critically, adapt to change, and use AI ethically. The good news? Every one of these skills is embedded in the lessons and activities you'll find in BCT (*Business Communication Today*, 16th Edition).

CORE BUSINESS SKILLS

1 Effective Communication

In BCT: Writing clear messages, delivering presentations, and mastering digital communication tools.

2 AI Literacy and Ethical Tech Use

In BCT: Guidance on generative AI for drafting, editing, and presenting — plus strategies for ethical use in business.

3 Collaboration and Teamwork

In BCT: Exercises in group projects, remote teamwork, and cross-cultural collaboration.

4 Data Literacy and Analytics

In BCT: Activities in analyzing reports, visuals, and infographics for decision-making.

5 Strategic and Critical Thinking

In BCT: Case studies and problem-solving tasks that sharpen analytical thinking and decision-making.

PERSONAL QUALITIES

6 Emotional Intelligence

In BCT: Lessons on empathy, the "you" attitude, and audience-centered communication.

7 Adaptability and Flexibility

In BCT: Chapters on virtual teamwork, hybrid presentations, and evolving AI tools.

8 Leadership and Initiative

In BCT: Persuasive messaging, conflict resolution, and presentation leadership opportunities.

9 Integrity and Ethics

In BCT: Clear coverage of ethical dilemmas, AI use transparency, and guidelines for honesty in communication.

10 Resilience and Positive Outlook

In BCT: Practical advice for navigating feedback, handling negative messages, and maintaining professionalism under pressure.

Master these 10 skills now. Stand out in the 2026 job market.

Why This Matters for You

Employers want graduates ready to thrive in an AI-driven, diverse, and fast-changing workplace.



Business Communication Today, 16th Edition. See Chapter 8, Social Media.

Key Insight:
Business Communication Today, 16th Edition, is the only text with AI integrated in every chapter, emotional intelligence skill-building, and practical assignments that mirror real workplace demands.

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