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For Immediate Release

"Sharpen Skills to Reach for the Top" Says New FreePint Report

A new report published today by FreePint, 'Sharpening Skills; Acquiring Knowledge' by Sylvia P Webb, features interviews with leading information professionals including Lynne Brindley Chief Executive of British Library, and Julie Morgan, KPMG's head of learning and development. The report features three individuals who demonstrate the importance of transferable skills.

Sharpening Skills, Acquiring Knowledge is available to purchase online from the FreePint shop <<http://www.freepint.com/shop/report/>> and is essential reading for graduates starting out on a career in the information sector. It also provides inspirational tips for mid-career information professionals who may want to change direction.

What Employers Want

The report pinpoints exactly what today's employers are looking for. Continuous learning, keeping up to date with new ideas and cultivating skills beyond subject knowledge all emerge strongly both in the featured case studies and in recent surveys by the Association of Graduate Recruiters.

The report says that Chief Executive of the British Library, Lynne Brindley, "... has never ceased to embrace new ideas and activities in both the fields of information technology and business management".

Brindley says that she has reached the top of her profession by combining many skills but most notably, "Powers of persuasion ... the ability to communicate with and influence many different stakeholders" and "a knowledge of the practical with a vision of the possible future direction and culture of the organisation". The report also asks Brindley what key aptitudes, experience and training she looks for in her own staff.

Transferable Skills and Career Change

The report demonstrates the value of transferable skills and features Anna Atkinson, a librarian turned web manager who has grasped technological opportunities to follow very varied career path. Anna, like many information professionals has embraced IT to arrive at her current post as Web Manager at EMAP. Still only half way through her career, she has already found that you have to "seek opportunities and be prepared to work at keeping up to date" to achieve job satisfaction.

"Jane" started out as an Information Officer for the Business Information service in a leading firm of London accountants. She moved into stock-broking as head of information systems and then as a research and investment analyst. She is now an investigator for a UK statutory enforcement agency. "Jane" says:

"I see my early career as having given me an excellent grounding ... it has equipped me with an enquiring mind, and a logical and objective approach to the gathering and analysis of information."

Although written from the perspective of the library and information profession, the report also covers general management skills essential to all professions and business sectors and provides insight into job hunting, employer research and interviews.

The full report is available online at www.freepint.com/shop/report/

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Notes for Editors

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Sylvia is a well-known consultant, author and lecturer in the information management field where she has lectured internationally. Her first book "Creating an information service", has sold in over 40 countries. She was College Librarian and lectured in behavioural sciences at Ashridge College. Her second book was "Personal Development in Information Work" Her most recent research looked at the introduction of knowledge management in legal firms. Other published research includes business information, quality issues in corporate libraries, and professional education in the finance sector, as well as continuing professional development in the library and information field. She was the founding editor of the Know How series, originally published by Aslib, but now part of Europa Publications' list. She has served on a number of government advisory bodies; been regularly involved in professional education and training, and active within the library and information professional associations, especially as Chair of CLIP's Accreditation Board.

FreePint

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