

Unleashing the Potential of

GED[®] Graduates

as a Valuable Talent Source



2024 GED graduate award winners

Summary

In an increasingly competitive job market, it is essential for growing organizations to identify and attract untapped talent. This white paper explores the significant potential of GED graduates as a highly valuable and motivated source of talent. Leveraging research by our partner, WithYouWithMe, we highlight the cognitive abilities, motivation levels, and unique learning preferences of GED credentialers compared to the general population. The insights drawn from a thorough assessment of 1,000 GED graduates reveal a compelling case for organizations to consider this talent pool in their workforce strategies.



Considering education through a non-traditional lens

GED graduates represent a critical segment of the labor market that often gets overlooked. Traditional educational pathways do not always accommodate diverse learning styles and life circumstances, leading to a wealth of capable individuals who may not be fully recognized by employers. The research conducted by WithYouWithMe provides an evidence-based perspective on the cognitive and motivational advantages of GED credentialers, offering a data-driven approach to understanding potential and capabilities.



Insights from WithYouWithMe assessments

Assessments by WithYouWithMe of 1,000 GED graduates, analyzed against over 105,000 users, reveal key insights that demonstrate how these learners prove to be extremely valuable talent.

GED graduates scored an average of

74.4%

compared to the general population's

53.5%

42.9%

GED learners demonstrate higher motivation levels

than **average users** on the WithYouWithMe platform

98.8%

GED learners enroll in training courses upon joining

compared to *only* **55.9%** of the general population

1. Cognitive Abilities

GED credentialers significantly outperform the general population in cognitive abilities, particularly in abstract reasoning:

- **Abstract Reasoning Scores:** GED graduates scored an average of 74.4%, compared to the general population's 53.5%—a 21% increase in problem-solving and adaptability capabilities.

2. High Motivation Levels

Motivation is a pivotal trait that sets GED graduates apart:

- GED learners demonstrate 42.9% higher motivation levels than average users on the WithYouWithMe platform.
- An impressive 98.8% of GED learners enroll in training courses upon joining, compared to only 55.9% of the general population.

3. Course Completion Rates

GED graduates exhibit exceptional commitment to training:

- GED learners complete training courses at over three times the industry average, with 20.5% finishing their courses compared to just 6% in the broader market (Research Gate).

GED learners complete training courses at over

3x

the industry average



4. Alignment with Business Needs

The characteristics of GED graduates align closely with organizational requirements:

- **Doer Archetype:** Approximately 60.8% of GED learners are identified as ‘doers’—the most sought-after archetype for employers. These individuals thrive in structured, process-driven environments, delivering tasks efficiently and maintaining a strong focus on outcomes.



5. Learning Preferences

Understanding the learning preferences of GED graduates can enhance training effectiveness:

- Notably, 1 in 3 GED graduates are auditory learners. This insight suggests that while traditional educational settings may not have catered to their needs, GED credentialers possess the potential to excel in environments that align with their learning styles.

1 in 3

GED graduates
are auditory learners

Achieving results through innovative decision-making

The data-driven insights provided in this white paper reveal that GED graduates constitute a highly motivated and capable talent pool – one that is often underestimated. Their superior cognitive abilities, high motivation levels, impressive course completion rates, alignment with business needs, and unique learning preferences position them as valuable assets for organizations seeking to enhance their workforce.

Employers should actively consider integrating GED graduates into their talent acquisition strategies. By recognizing and investing in these extraordinary learners, organizations can go beyond fulfilling workforce needs – they can contribute to broader social and economic goals by providing opportunities for deserving individuals.

1	Develop Targeted Recruitment Strategies: Organizations should create recruitment campaigns specifically targeting GED graduates to leverage their unique strengths.
2	Tailor Training Programs: Employers should design training programs that accommodate the diverse learning styles of GED credentialers, particularly focusing on auditory learning strategies.
3	Promote Awareness: Raising awareness about the capabilities of GED graduates can help change perceptions and open up opportunities for this talent pool.
4	Foster Inclusive Work Environments: Creating inclusive environments that value diverse educational backgrounds can enhance employee satisfaction and retention.

Recommendations and next steps

By implementing these recommendations, organizations can effectively harness the potential of GED graduates and cultivate a dynamic and motivated workforce that drives success.

How? By partnering with GEDWorks™ – the official GED program for organizations to sponsor their employees to earn their GED credential. Through this program, employees can earn their GED diploma while remaining in their jobs, and organizations benefit from workers with improved skills and higher retention rates. Learn more about leading the future of education benefits at GED.com/GEDWorks.