

MRW Work Ethic Certification now available:  
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The Ohio State University Extension, Medina County



## Employability Skills

In 2008, Mike Rowe created the mikeroweWORKS Foundation to launch a national PR campaign for skilled labor. When Mike started the foundation, he wanted to find a way to articulate the qualities he values most. He ended up writing the S.W.E.A.T. Pledge, which stands for “Skill and Work Ethic Aren’t Taboo.” The S.W.E.A.T. Pledge consists of 12 statements that outline the importance of four pillars—work ethic, personal responsibility, delayed gratification, and a positive attitude.

*Technical skills help you get the job, work ethic helps you keep the job.*

The MRW Work Ethic Certification focuses on the 12 statements of the S.W.E.A.T. Pledge. Each statement has a story, and each story comes from Mike’s personal experience working with entrepreneurs and hardworking people across the country. Through this program, we break down the origin of each statement in 12 lessons and explore why we believe every student and worker can benefit from embracing this pledge, regardless of their job or skill set.



- Lesson 1** ➤ Attitude Of Gratitude
- Lesson 2** ➤ Pursuit Of Happiness
- Lesson 3** ➤ All Jobs Are Opportunities
- Lesson 4** ➤ Bring Your Passion
- Lesson 5** ➤ Deplore Debt
- Lesson 6** ➤ Safety Is My Responsibility

- Lesson 7** ➤ Distinguish Myself
- Lesson 8** ➤ No Whining Or Complaining
- Lesson 9** ➤ Lifelong Learning
- Lesson 10** ➤ Choices, Not Circumstances
- Lesson 11** ➤ The World Is Not Fair
- Lesson 12** ➤ Work My Butt Off