
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: Bear in mind not everyone has a degree
DATE: Today
CC: Everyone else who might otherwise miss it



Sadly, you're fighting the "head-in-mobiles-24/7" generation with declining educational standards

A LEAF (Linking Environment And Farming) survey provided what was possibly the most depressing survey results of recent years not too long ago.

The headline was that 2% of 16-23 year-olds surveyed thought that butter comes from chickens, while a further 24% actually hadn't a clue.

10% didn't know that milk came from cows, while 15 thought it came from pigs.

23% were unaware that eggs come from chickens, while a further 12% think they come from wheat, maize or oats.

Now, while all the respondents no doubt know that a Blackberry comes from a Carphone Warehouse, this crass ignorance defies belief, and is unbelievably embarrassing. One would think that in this day and age, regardless of one's level of education, the origins of milk and eggs would be universally known.

It's not surprising though.

Standards of English and comprehension continue to slip, while companies like Edexcel continue to operate as totally dysfunctional entities, sponging off taxpayers' money providing a less than sub-standard service. And the saddest part is that the government with its ridiculous outsourcing policies - outsourcing taxpayers' money to the reprehensively incapable -

lets them away with it as their Chief Executives continue their upward spiral into the Sunday Times Top 500 Rich List on the back of absolutely inferior quality and service. With, no doubt, an Honour from Her Majesty the Queen thrown in.

And this professional inferiority continues beyond schooling. When the graduates, irrespective of whether they know the origins of milk or eggs, are faced with the appalling advertisements placed by recruitment consultants, operating on behalf of the totally dysfunctional HR industry, it doesn't get any better.

Yes, the recruitment consultants are all working for "leading" or "global" players, all with incalculable turnover, yet offering barely less than a parsimonious remunerations. However, their own quality of diction and grammar is barely on the lighter side of dreadful.

Confusion reigns between "it's" and "its". Their leading "client" seems to be totally confused as to whether they should be a possessive singular client or a possessive plural client, often appearing as "my client are". And spelling is often atrocious, despite it being easier than ever to automatically spell check a document.

People appear to be too busy-busy to get the basics right. It's no wonder the kids don't know where milk

or eggs come from. And no, you can't buy them from the Carphone Warehouse.