“Soft Skills” are the New Hard Skills

Your job is 2 jobs !

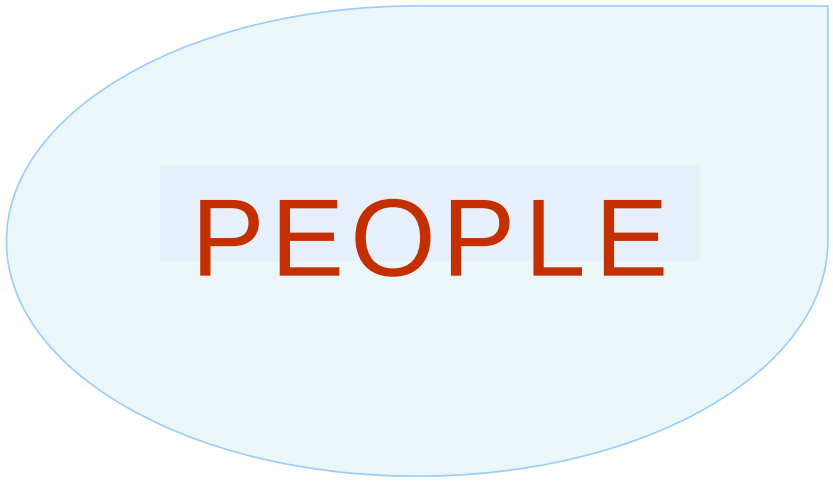
Job # 1

What you're accountable for:

- The "nuts and bolts"
- Results: Tangible - Measurable

Prioritizes **HARD SKILLS** – technical, analytical, data

Job # 2



Prioritizes **SOFT SKILLS** – social, emotional intelligence

Why Do "Soft Skills" Matter?

- Soft Skills **are about making people comfortable -- INCLUDING, not excluding people.**
- Soft Skills **are also about the kind of polish that shows you can be trusted and taken seriously.**
- Trust and relationships are at stake. **They speed up everything and lower costs of doing business.**

Business Trends

The Changing Arena

- New technologies. New businesses.
- Diverse audiences.
- Increased expectations of professionals today.

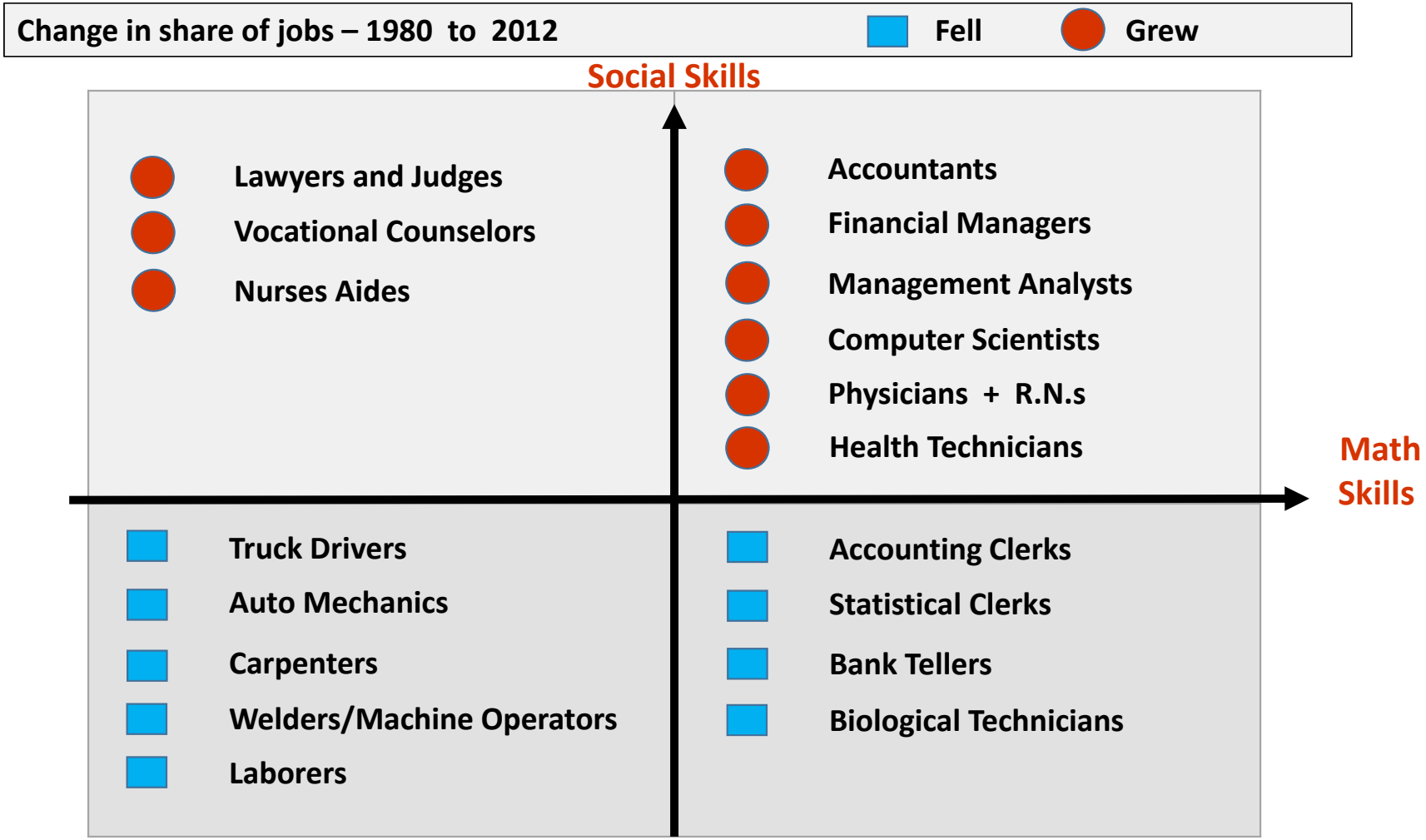
Technical Skills (Math and Science) Are Not Enough

The jobs that have grown consistently in the last two decades have been those that require:

- **High Math and Science Skills**

AND

- **High Social Skills**



Source: David Deming, Harvard University

Objectives

- Identify two key attributes of **Soft Skills** most sought-after in today's professionals.
- Understand how you can strengthen your own capabilities in these areas.

Communicator

Relationship Builder

Communicator

The Key Word . . .

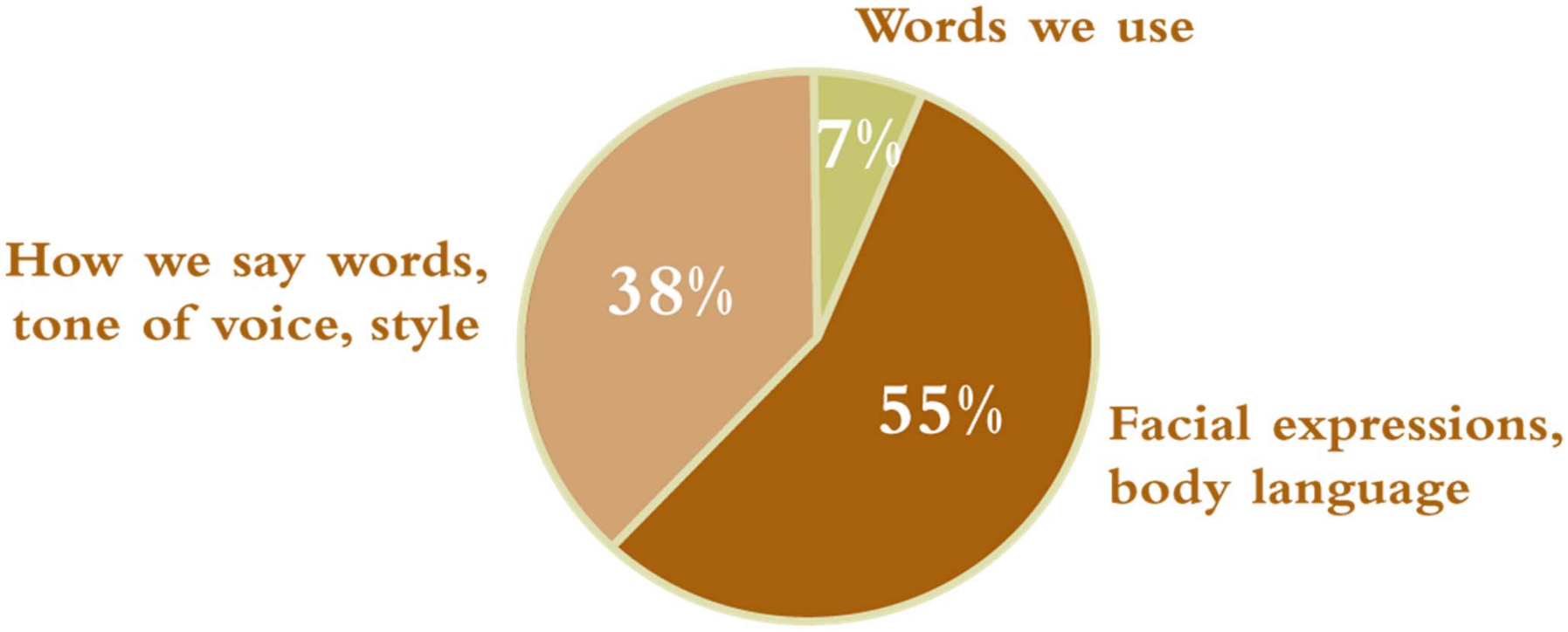
Key Principles:

- **"Civilian" – anyone who does not have your knowledge and expertise. That could include your CEO.**
- **Communication is leadership. If you have "the goods," your leadership at that moment is not dependent on a title.**
- **Consultant, coach, counselor. These roles are the most critical value-add. You do these WITH, not TO people.**

Your Tool Box

Communicator

How We Communicate



What can you do?

- You must become “multi-lingual” in how you communicate.
- Avoid jargon.
- Effective verbal communication is ongoing and two-way.
- Analytics are a “language.” Tell the story.
- A picture is worth 1000 words.
- Social media has changed us all.

Relationship Builder

The Key Word . . .

PROACTIVE

What's at stake? TRUST – RESPECT

TRUST → **Reduces resistance. Makes it easier to have the kind of conversation necessary to impact the business.**

RESPECT → **Mutual respect among professionals enables your consultative role. Others will accept that you are there to add value to the business.**

Key Principles: RELATIONSHIPS

- "Just-in-time" networking is for cocktail parties.
- Building healthy relationships throughout an organization takes time.
- It's up to you to take the initiative in either case.

Your Tool Box

Relationship Builder

What can you do?

- **Invest the time to build genuine relationships** well in advance of "needing" them.
- **Put yourself out there.** Introduce yourself – don't wait for them to come to you.
- **Learn people's names.** Learn something about them – personally and professionally.
- **Make the other person feel heard,** valued, respected.

The Introductions Quiz

- Where should you wear your nametag – on your left or your right?

  Right

- When introducing your boss and a new co-worker, whose name should you say first?

  Boss

- When introducing a client and your boss, whose name should you say first?

  Client

The Introductions Quiz

- If you forget someone's name, just pretend you don't see them.

  False

- If someone mispronounces your name, correct them loudly so all can hear.

  False

- Always stand when introducing yourself.

  True

Small Talk Don’ts and Do’s

Don't

- Make it all about you. Don’t give every detail on a topic
- Interrogate. “Conversing” should be friendly
- Interrupt the other person
- Complain
- Try to “one-up” the other person
- Glance around the room while someone is talking with you
- Give too much personal information

Do

Choose safe, interesting topics:

- Ask, “How did you get started?”
- Achievements. Goals
- Relevant article read or website discovered, about their field
- Hobbies and leisure activities
- Community involvements
- Entertainment – movies, sports
- Current events *(non-controversial)*
- Family *(light - not too personal)*

CIVILIANS

* * *

Communicator

PROACTIVE

* * *

Relationship Builder