

# SOFT SKILLS

The most important  
skill-set



**The ImageMaker, Inc.® - Communications Group -**

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# Hard Skills vs Soft Skills



- The skill-set that gets noticed are the hard skills first.
- They are the simplest to acquire and include things such as data analysis, project management, and many technical skills.



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# Why do Soft Skills Matter?

Companies need soft skills of all kinds to function at their best.



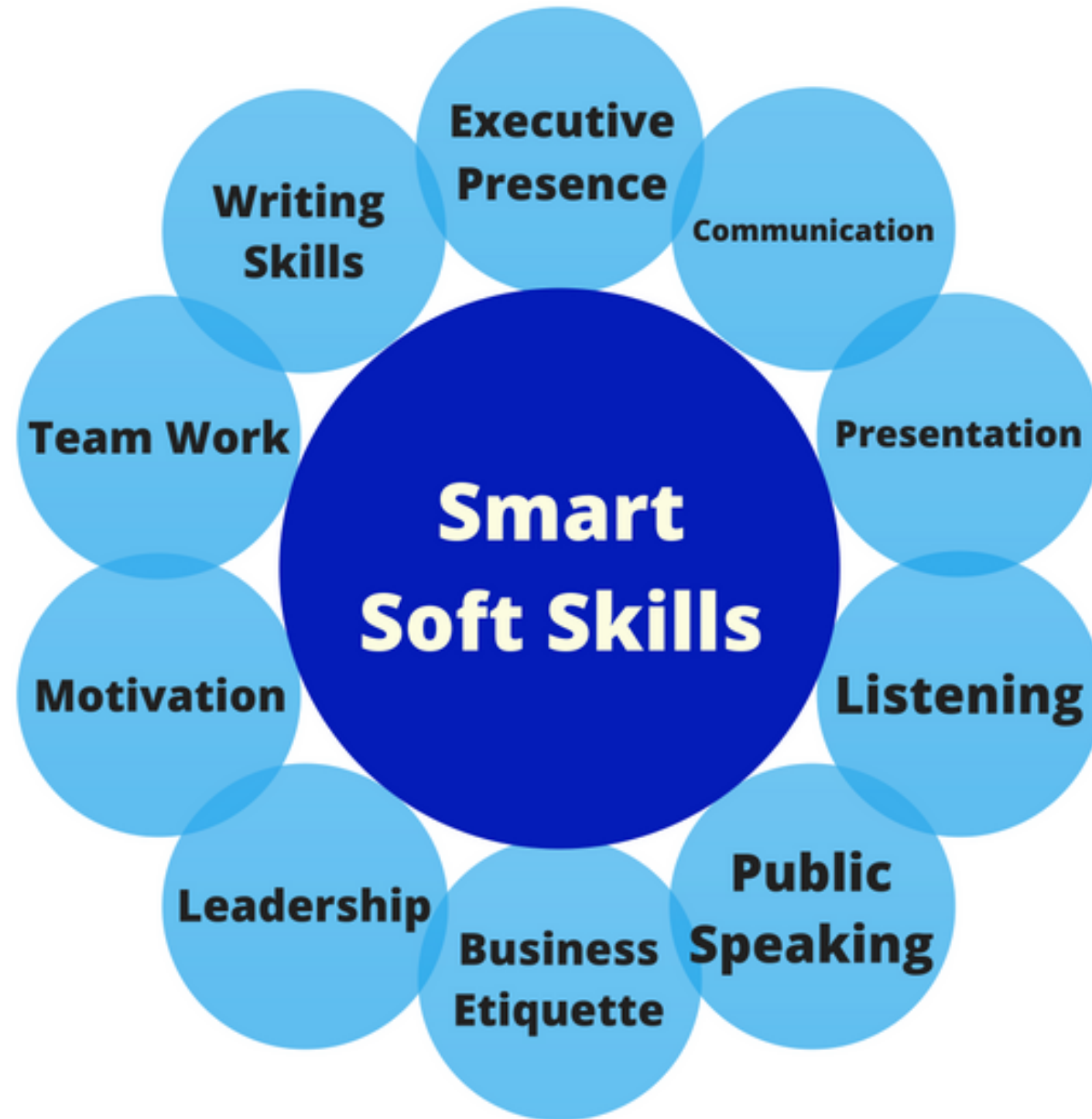
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# So, what are the skills employers are seeking out?



7

Soft skills that will help you stand apart from the crowd



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# SKILL SET: COMMUNICATION



- Communication is not about multiple syllables or rousing speeches.
- Able communicators can adjust their tone and style according to their audience, comprehend and act efficiently on instructions, and explain complex issues to colleagues and clients alike.
- Communication is also an important aspect of leadership, since leaders must be able to delegate clearly and comprehensibly.



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# Emotional awareness



Means knowing when feelings are present in ourselves and others. It is closely related to emotional literacy, which means being able to label feelings with specific feeling words. At its highest level it means being able to predict feelings in advance.



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# Cultural awareness



Someone's cultural awareness is their understanding of the differences between themselves and people from other countries or other backgrounds, especially differences in attitudes and values. ...programs to promote diversity and cultural awareness within the industry.



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# Empathy



When you have empathy, it means you can understand what a person is feeling in a given moment, and understand why other people's actions made sense to them. Empathy helps us to communicate our ideas in a way that makes sense to others, and it helps us understand others when they communicate with us.



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# Civility



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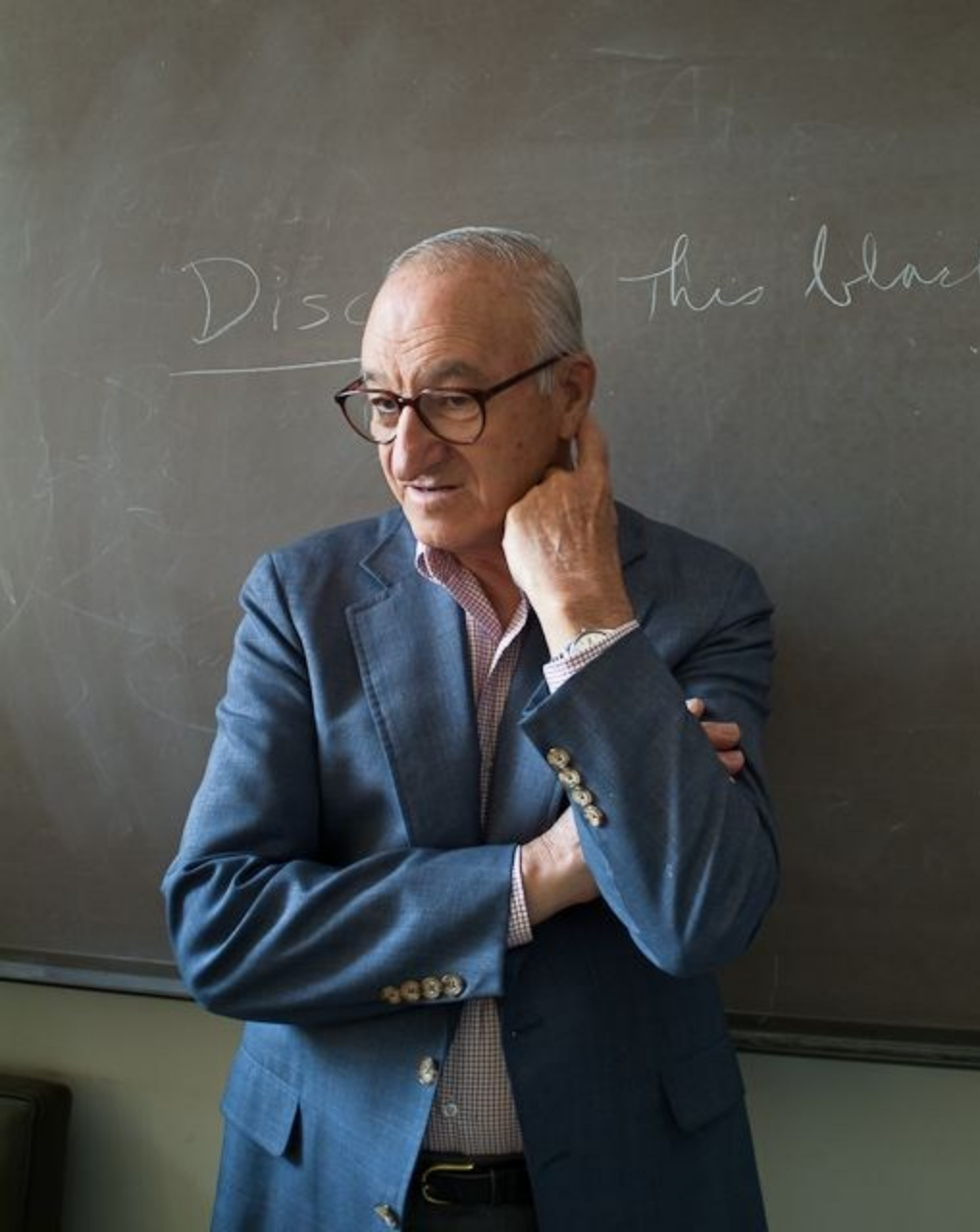
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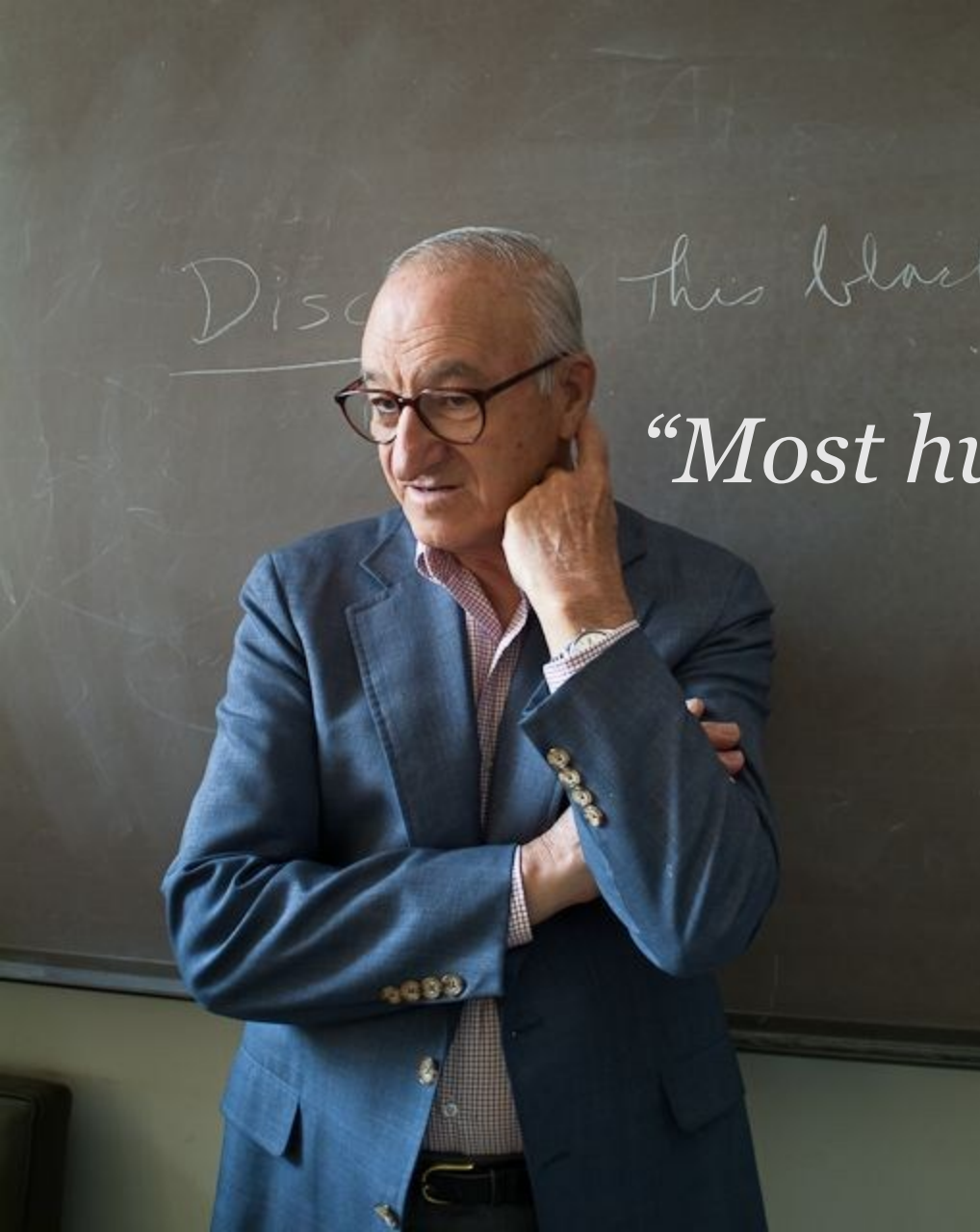


# How to: Company Culture



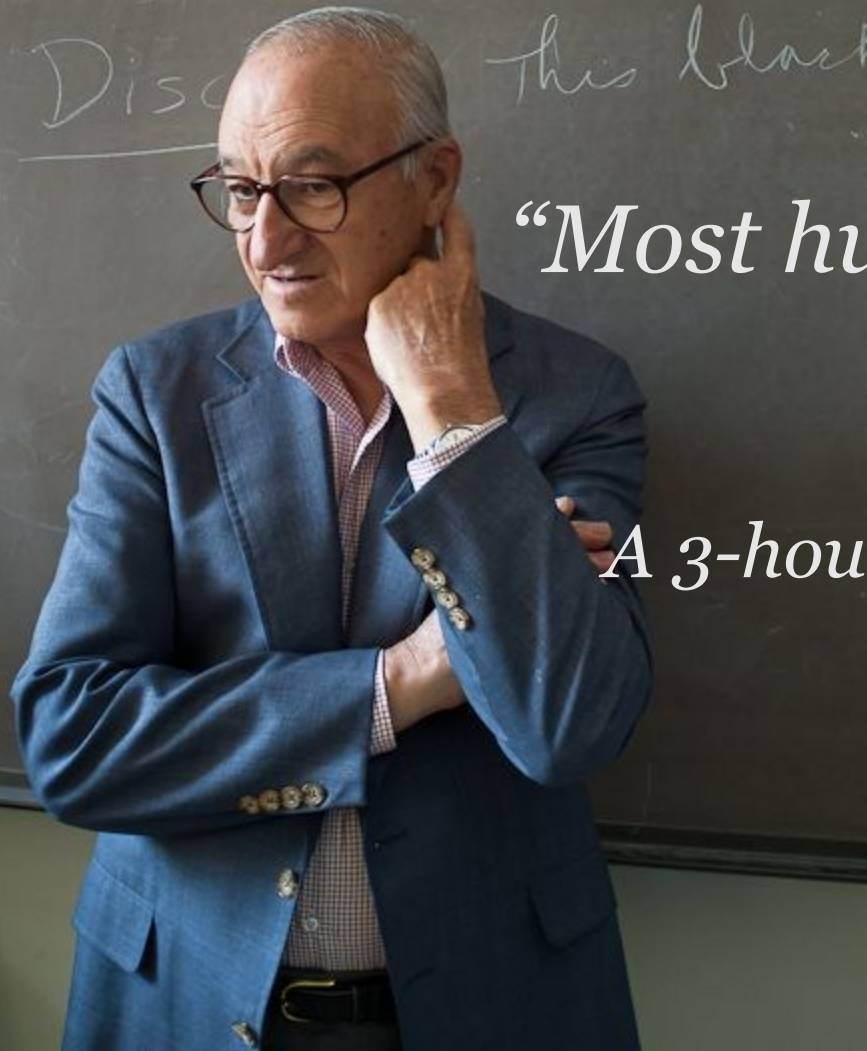
Albert Bandura, Stanford University





*“Most human behavior is learned  
by observation”*

Albert Bandura, Stanford University



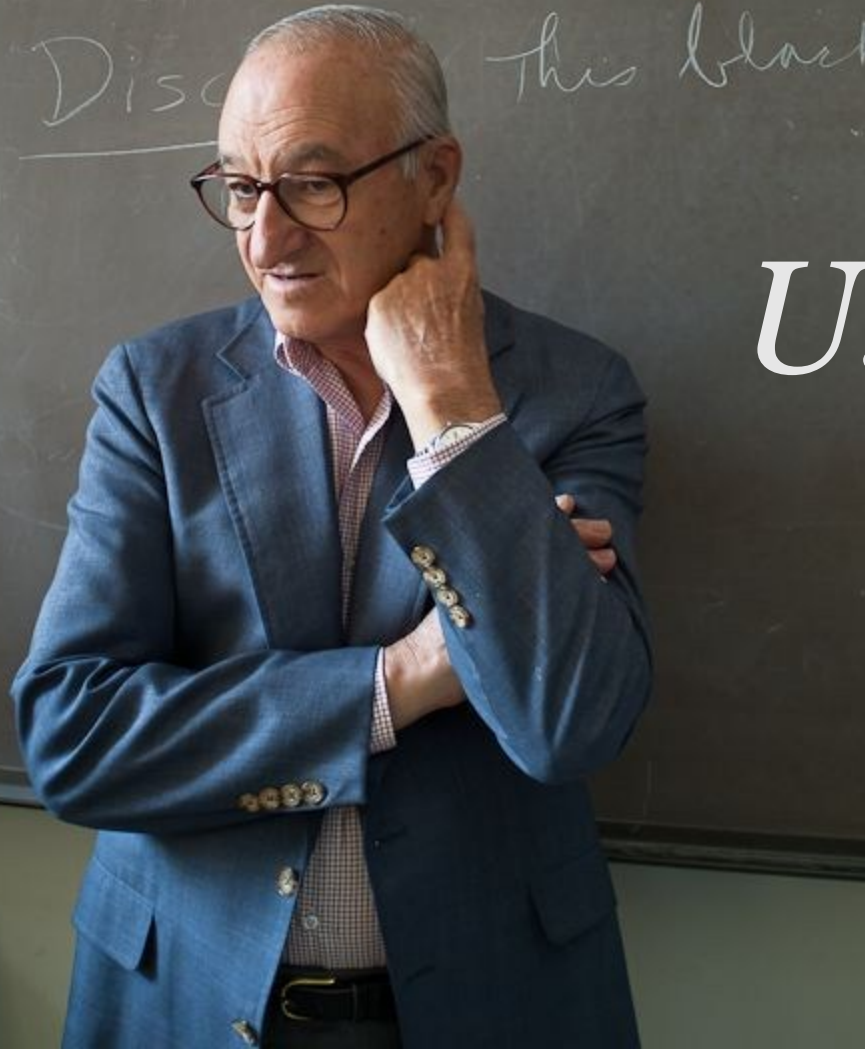
*“Most human behavior is learned  
by observation”*

*A 3-hour lecture is not as effective as  
a 5-min video!*

**Albert Bandura, Stanford University**



*So our methodology:*



*Use Videos!*

Albert Bandura, Stanford University

# 3 KEY STRATEGIES

A group of four business professionals (three men and one woman) are gathered around a table, looking at documents and a glass. The image is dimly lit and serves as a background for the title.

# 3 KEY STRATEGIES

## Long Term



# 3 KEY STRATEGIES

Long Term

High Frequency

# 3 KEY STRATEGIES

Long Term

High Frequency

Low Intensity

# 3 KEY STRATEGIES

**Long Term**  
(Months or Years)

**High Frequency**

**Low Intensity**



# 3 KEY STRATEGIES

**Long Term**  
(Months or Years)

**High Frequency**  
(Weekly)

**Low Intensity**

# 3 KEY STRATEGIES

**Long Term**  
(Months or Years)

**High Frequency**  
(Weekly)

**Low Intensity**  
(5 Min Each Session)

# Example

## Dr. Joyce's Cellphone Learning



**Earn 'World Civility Index' Points!**

- Cultural awareness
- Emotional awareness
- Communication awareness
- Empathy
- Patience
- Civility
- Business ethics

**IITTI Cellphone Lessons**

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