Soft Skills
Know Yourself and Know the World
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[Focuses on: Career Planning, Group Discussion, Art of Listening, Speaking and Writing, Body Language, Team Building, Teamwork, Etiquette and Manners, Time and Stress Management]

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The demand for and reliance on soft skills is on the increase due to constant change in the work environment, customer-driven market, information-based economy and globalization.

Soft skills are not a replacement for hard or technical-skills. In fact they are complementary to each other and serve to unlock the potential of people blessed with hard skills.

The development of ‘soft skills’ in this market is important when there is intense competition for many available positions. The ability to develop and use ‘soft skills’ can make the difference between the achiever and the non-achiever.

For years together the focus of management was on “hard” skills. The emphasis was centred on the technical skills necessary to effectively perform. These skills tended to be more job-specific or more closely related to the actual task being performed.

Today, employers want managers with the critical soft skills. These are skills key to effective performance across all job categories. And these soft skills have come to play an even more crucial role in management positions in today’s environment. As the world has changed and the nature of work has changed, the skill set required of managers has changed.

Soft skills refer to abilities that make people better employees and open doors for many opportunities, that are not directly related to the subject matter for their jobs. In other words, soft skills refer to a person’s ability to relate to others, to get himself/herself and others organized, to communicate in written, spoken or other forms.

Soft skills are learning to do your best at any job, no matter what that specific job might be.

Today’s business is all about people. It is about communication, relationships and about presenting yourself, your company and your ideas in the most positive and impactful way. Many business people like to think that success is based on logical, rational thoughts and acts, but it is also to be remembered that the human element is as important as the skills mentioned above. That is why a strong soft skills set is considered to be very important.

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*** Disclaimer

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Dr. K. ALEX
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