

# What You Need to Know About Soft Skills: A Comprehensive Guide



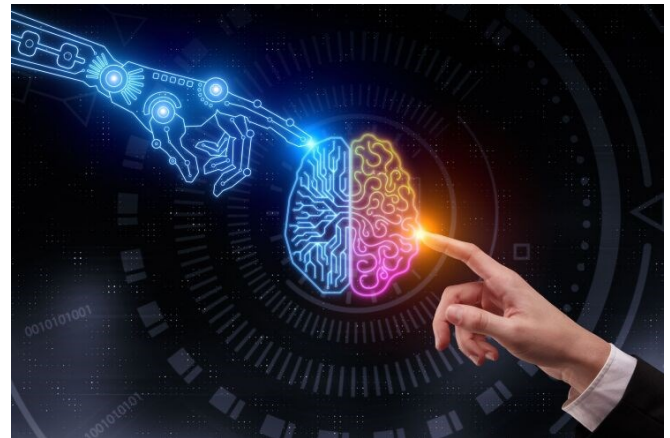
# CONTENTS

Soft Skills in 2024: The Problem & The Solution	3
The Case For Soft Skills	4
The Importance of Soft Skills	6
New College Graduates Lack Soft Skills	9
Essential Soft Skills for 2024	10
Benefits of Upskilling	13
Importance of Soft Skills Training in 2024	14

## Soft Skills in 2024: The Problem and The Solution

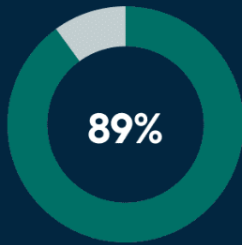
Employers want job candidates with “uniquely human” skills, but finding those candidates isn’t easy. Nearly 3 in 4 employers say they have a hard time finding graduates with the soft skills their companies need. In fact, in a survey by Cengage/Morning Consult, 73% of employers surveyed described the process of finding qualified applicants whom their organizations value as being “very difficult”. Here are more statistics/survey results that may surprise you.

- From 82 million job postings, the top 5 soft skills were requested nearly 4 times more than the top 5 hard skills
- 92% of executives say that soft skills are equally important or more important than technical skills
- 89% of executives say that it is difficult to find people with soft skills
- The rise of automation means job candidates will need “uniquely human” skills
- Organizations with a positive company culture had a low job turnover rate of 14%. In comparison, those with a poor company culture had a high turnover rate of more than 3x that (48%).
- 63% of all jobs will be soft skills incentive by 2030
- Employees who rated their CEOs “high in character” had a 5x higher average return over two years than companies with CEOs who had low character ratings
- The need for finely tuned social and emotional skills will rapidly increase by 2030 as AI advancements progress
- 85% of job success comes from soft skills, while only 15% of job success is dependent on hard skills
- According to at least one study, a 256% ROI was measured when employees were trained on soft skills
- The World Economic Forum Future of Jobs report suggests that by 2025, complex problem-solving, critical thinking, creativity, people management, and emotional intelligence will be some of the most important skills required in the workplace.



In today's dynamic business landscape, it's crucial for employees to be trained in soft skills as these competencies enhance communication, collaboration, and interpersonal relationships within the workplace. By developing abilities such as effective communication, empathy, adaptability, and problem-solving, employees can navigate diverse challenges, foster a positive work environment, build strong relationships with colleagues and clients, and contribute to organizational success.

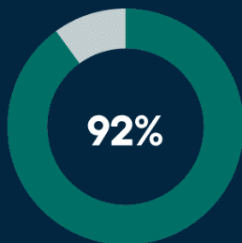
## A compelling case for soft skills



89% of recruiters believe a bad hire comes down to a lack of soft skills



Employers identified dependability, collaboration, flexibility, and problem-solving as the most important skills they look for in employees



92% of hirers believe that candidates with compelling soft skills are increasingly important



From 82 million job postings, the top five soft skills were requested nearly 4x more than the top five hard skills

Soft skills, often deemed the intangible qualities that shape our interactions, are the backbone of successful individuals and thriving organizations.

While technical expertise lays the foundation, it's soft skills like communication, empathy, teamwork, and adaptability that cement relationships, drive collaboration, and foster innovation.

In today's dynamic and interconnected world, where technology rapidly evolves and markets shift unpredictably, it's these human-centric attributes that provide the agility and resilience needed to navigate challenges.

Beyond merely facilitating daily tasks, soft skills cultivate trust, inspire creativity, and elevate morale, creating environments where individuals not only perform but also flourish.

Thus, while hard skills may get one in the door, it's the mastery of soft skills that propels individuals and teams toward sustained excellence and enduring success.





**Why SOFT SKILLS Are Important**

**@im2assist**  
eLearning

**EMPLOYEE SUCCESS**  
85% of job success comes from soft skills, while only 15% of job success is dependent on hard skills.

**WORKER RETENTION**  
89% of recruiters say when a hire doesn't work out, it is often because of a lack of soft skills.

**RETURN ON INVESTMENT**  
According to at least one study, a 256% ROI was measured when employees were trained on soft skills.

**PREPARING FOR THE FUTURE**  
The World Economic Forum Future of Jobs report suggests that by 2025, complex problem-solving, critical thinking, creativity, people management, and emotional intelligence will be some of the most important skills required in the workplace.

Soft skills are crucial because they encompass interpersonal abilities and emotional intelligence that enable individuals to effectively collaborate, communicate, and navigate complex social dynamics in both personal and professional settings.

While technical expertise provides the foundation for specific tasks, soft skills like empathy, teamwork, adaptability, and communication are essential for fostering positive relationships, resolving conflicts, and driving innovation.

In today's interconnected and rapidly evolving world, possessing strong soft skills not only enhances individual performance but also contributes to creating harmonious work environments, fostering leadership qualities, and achieving long-term success in diverse contexts.



It's not surprising that 89% of executives find it challenging to find potential employees with soft skills.

Soft skills, such as communication, teamwork, problem-solving, and adaptability, are crucial in today's workplace.

They contribute to a positive work environment, effective collaboration, and the ability to navigate complex situations.

Enlisting the services of a trainer to teach soft skills to an organization's employees can have numerous benefits.

Firstly, it can enhance the overall communication and collaboration within the organization.

Employees with strong soft skills can effectively convey their ideas, listen actively, and work well with others, leading to improved teamwork and productivity.

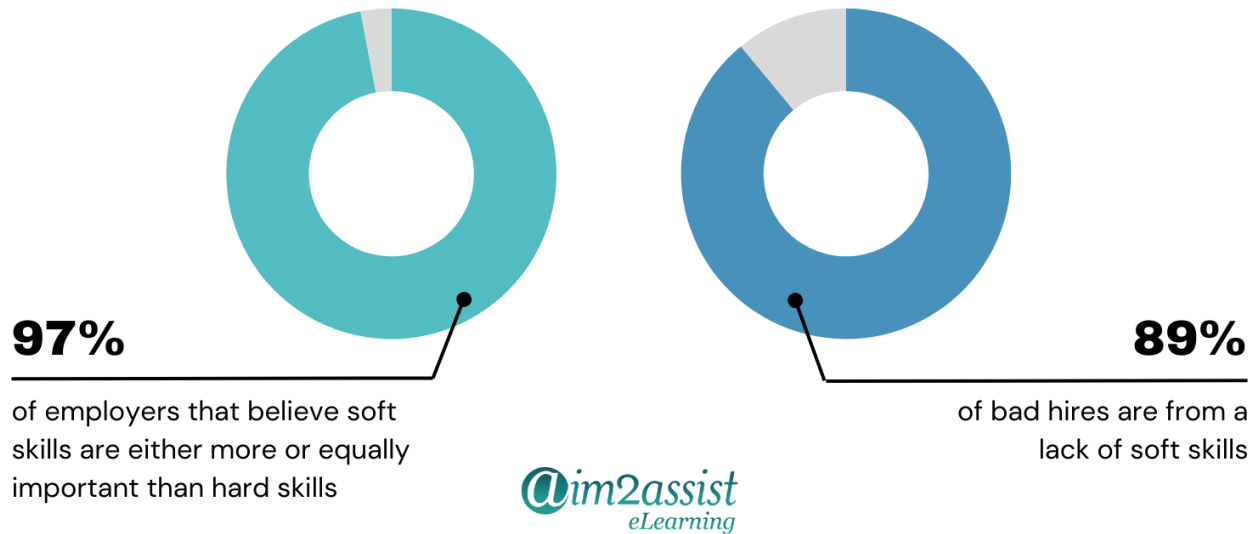
Secondly, teaching soft skills can foster a positive work culture and employee engagement.

When employees feel valued and supported in developing their interpersonal skills, they are more likely to feel motivated and satisfied in their roles.

Additionally, honing soft skills can improve problem-solving abilities, adaptability, and resilience, enabling employees to navigate challenges and changes with ease.

Overall, investing in soft skills training can result in a more cohesive and high-performing workforce, ultimately benefiting the company's success and growth.

# The importance of soft skills to employers



Employers prioritize soft skills over hard skills because soft skills, such as communication, teamwork, and adaptability, contribute to a positive work environment and effective collaboration.

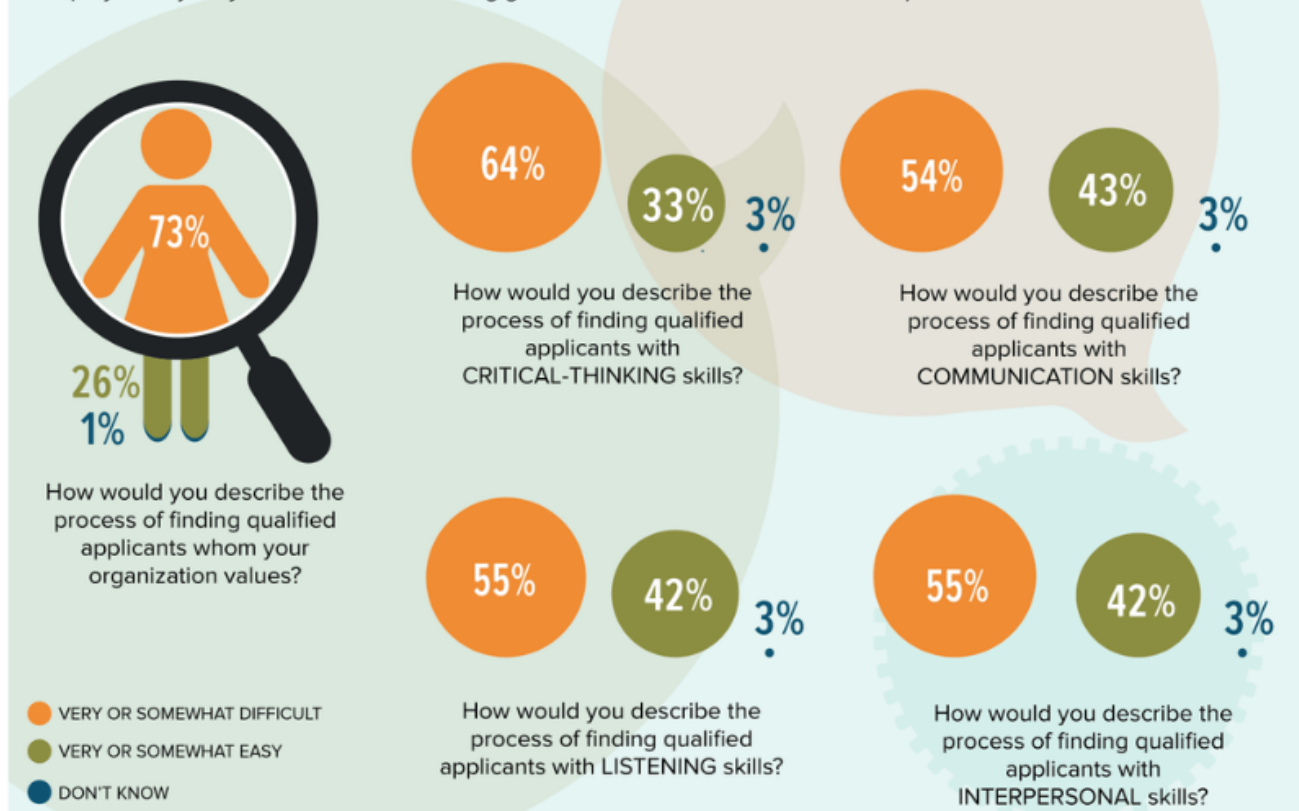
These interpersonal skills are crucial for building strong relationships with colleagues and clients, fostering a cooperative workplace culture.

Additionally, soft skills enhance an employee's ability to navigate challenges and adapt to evolving job roles, making them valuable assets in dynamic work environments.



## NEW COLLEGE GRADS LACK SOFT SKILLS, EMPLOYERS SAY

Employers want job candidates with “uniquely human” skills, but finding those candidates isn’t easy. Nearly 3 in 4 employers say they have a hard time finding graduates with the soft skills their companies need.



The nature of work has evolved significantly with technological advancements, globalization, and shifts in organizational structures. As businesses become more interconnected and collaborative, employers increasingly value soft skills like communication, teamwork, adaptability, and problem-solving.

With a diverse workforce spanning multiple generations, cultural backgrounds, and communication styles, employers face challenges in fostering inclusive environments that value and leverage a range of soft skills. Bridging generational or cultural gaps requires intentional efforts to promote understanding, empathy, and effective collaboration.

Different industries may prioritize specific soft skills based on their unique challenges, customer expectations, or regulatory requirements. Employers must identify and cultivate a diverse set of soft skills tailored to their industry's evolving demands, necessitating continuous learning, adaptation, and investment in employee development.

## Top 10 Essential Soft Skills for 2024

- 1 adaptability
- 2 emotional intelligence
- 3 communication
- 4 collaboration
- 5 critical thinking
- 6 creativity
- 7 resilience
- 8 leadership
- 9 conflict resolution
- 10 time management

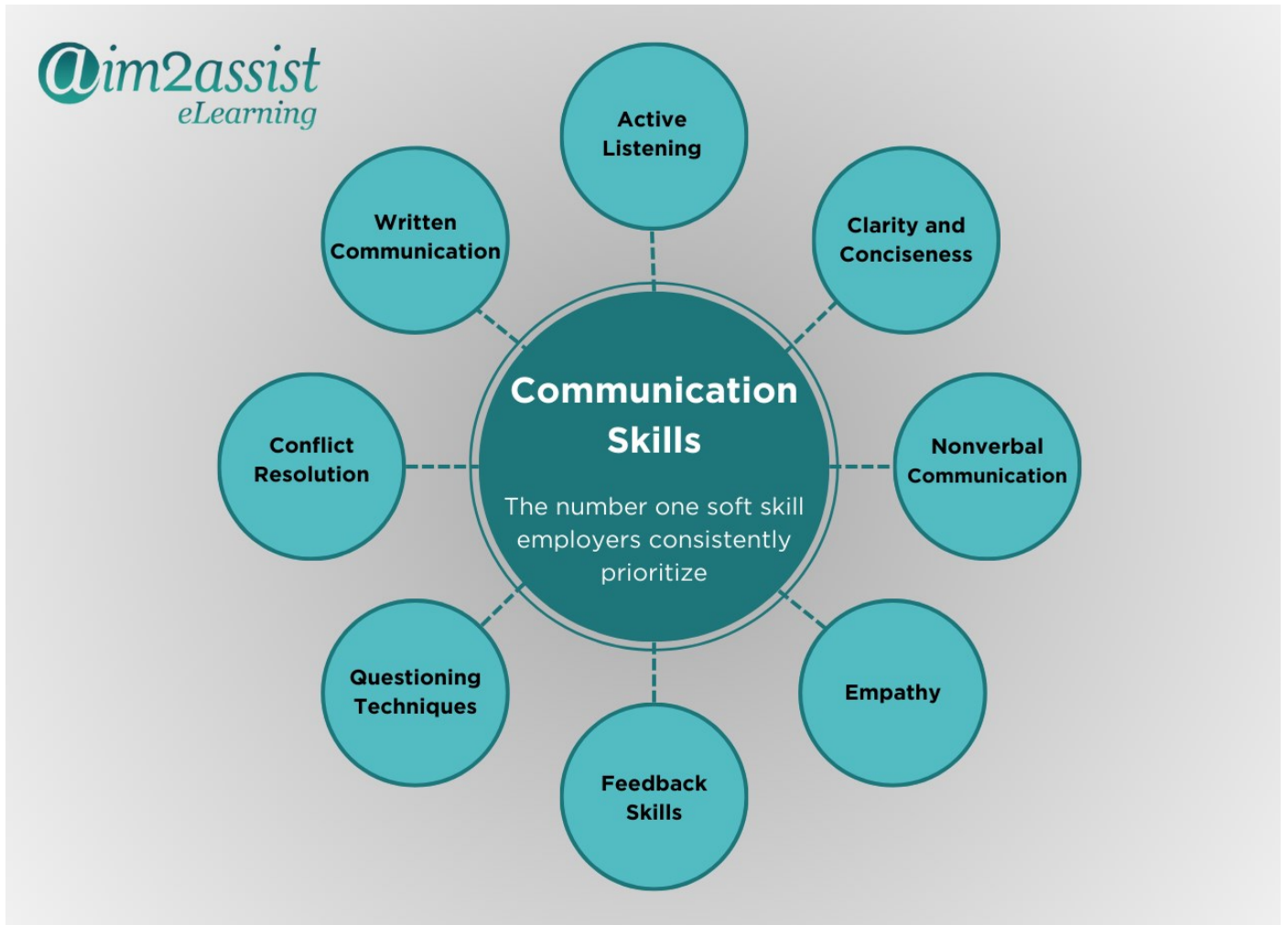
In 2024, the significance of essential soft skills has never been more paramount.

As the global landscape rapidly evolves with technological advancements and interconnectedness, soft skills such as communication, collaboration, adaptability, and emotional intelligence serve as foundational pillars for success in both professional and personal spheres.

Unlike hard skills, which are often technical and specific to certain tasks, soft skills are universally applicable, enabling individuals to navigate complex team dynamics, foster innovation, and build meaningful relationships.

In an era marked by uncertainty and rapid change, possessing strong soft skills not only enhances one's ability to thrive in diverse environments but also fosters resilience, empathy, and effective leadership.

Consequently, organizations and individuals alike recognize the intrinsic value of cultivating these essential competencies to navigate the challenges and opportunities of the modern world effectively.



The number one soft skill that employers consistently prioritize is "communication skills."

Effective communication is essential in almost every aspect of business and professional life for several reasons:

- Building Relationships
- Team Collaboration
- Problem Solving
- Conflict Resolutions
- Client Relations
- Leadership and Management
- Adaptability

Communication skills are foundational because they facilitate understanding, collaboration, problem-solving, and relationship-building.

Employers recognize that individuals who can communicate effectively contribute to a positive work environment, enhance productivity, and drive organizational success. .

# 8 Brilliant Techniques

To Improve Your Employees' Time Management Skills



Employee time management skills are invaluable to employers as they directly impact productivity, efficiency, and overall performance.

Efficient time management ensures tasks are completed in a timely manner, reducing the likelihood of missed deadlines and costly delays.

Additionally, effective time management fosters a culture of accountability and professionalism among employees, ultimately leading to higher levels of satisfaction and engagement within the workforce.

Employers benefit from improved resource allocation and the ability to meet business objectives more consistently when their employees possess strong time management skills.

## The Benefits of Upskilling Soft Skills

### For Employees

- 1 Ability to do their jobs better
- 2 Career growth & enhancement
- 3 Improved confidence & morale
- 4 Increased adaptability in a changing workforce

### For Employers

- 1 Increased employee retention & engagement
- 2 A better equipped workforce
- 3 A culture of learning
- 4 Cost savings

Upskilling soft skills provides employees with a competitive edge in today's dynamic work environment, enhancing their adaptability and resilience.

Improved communication and interpersonal skills contribute to more effective collaboration, fostering a positive workplace culture.

Additionally, upskilling in soft skills equips individuals with the ability to navigate complex situations, making them valuable assets in diverse professional settings.

Ultimately, investing in the development of soft skills not only boosts employee morale but also leads to increased productivity and organizational success.

## Importance of Soft Skills Training in 2024

As businesses navigate the complexities of 2024, the emphasis on soft skills training for employees has become increasingly critical. While technical expertise remains essential, the ability to communicate effectively, collaborate with diverse teams, and adapt to evolving challenges distinguishes successful organizations in today's competitive landscape.

### Importance of Soft Skills Training for Businesses in 2024:

#### Enhanced Communication:

- ◆ Soft skills training cultivates effective communication abilities, enabling employees to convey ideas clearly, facilitate collaboration, and build strong relationships within teams and with clients.

#### Team Collaboration and Leadership:

- ◆ Developing interpersonal skills fosters a collaborative work environment, encouraging teamwork, empathy, and effective leadership within organizations.
- ◆ Employees equipped with leadership and teamwork skills can navigate complex projects, inspire teams, and drive organizational success.

#### Adaptability and Resilience:

- ◆ Soft skills training promotes adaptability and resilience, empowering employees to navigate change, embrace innovation, and overcome challenges in dynamic business environments.
- ◆ Cultivating a growth mindset and fostering resilience enables organizations to respond effectively to disruptions, capitalize on opportunities, and maintain competitiveness.



#### Customer Satisfaction and Relationship Building:

- ◆ Employees with strong soft skills excel in understanding customer needs, building trust, and fostering long-term relationships, leading to enhanced customer satisfaction and loyalty.
- ◆ Effective relationship management and interpersonal abilities enable businesses to navigate client interactions, address concerns, and exceed expectations.

#### Conflict Resolution and Problem-Solving:

- ◆ Soft skills training equips employees with conflict resolution strategies and problem-solving techniques, facilitating constructive dialogue, and fostering innovative solutions.
- ◆ Enhancing problem-solving abilities and promoting collaboration enables organizations to address challenges proactively, minimize disruptions, and optimize decision-making processes.

In 2024, soft skills training for employees is paramount for businesses aiming to thrive in a competitive and rapidly evolving landscape. By cultivating effective communication, fostering collaboration and leadership, promoting adaptability, enhancing customer relationships, and facilitating conflict resolution and problem-solving, organizations can empower employees to navigate challenges, drive innovation, and achieve sustainable success. Investing in soft skills development not only enhances individual capabilities but also fosters a resilient, agile, and collaborative organizational culture conducive to growth and excellence.

By investing in continuous learning opportunities, fostering a positive work culture that values emotional intelligence, and integrating soft skills development into recruitment and performance evaluation processes, employers can cultivate a workforce equipped with the essential competencies to navigate complex challenges, foster innovation, and drive organizational success.

**Elevate your team's performance and interpersonal dynamics with our specialized soft skills training program. Designed to cultivate effective communication, collaboration, and leadership abilities, our offering empowers employees to navigate challenges, foster positive relationships, and drive organizational success in today's competitive business landscape.**

**@im2assist**  
*eLearning*

[elearning@aim2assist.com](mailto:elearning@aim2assist.com)

[800-742-8006](tel:800-742-8006)

