

Hard Skills vs Soft Skills:

Why employees need both to be successful

In business, there's a saying: "Hard skills will get you the interview. Soft skills will get you the job." So, what's the difference between soft skills and hard skills?

Organizations of all sizes and in all industries need employees who possess more than just a technical skill set to complete job tasks. They need employees who have the personal qualities to significantly impact their teams, customers, and the industry. As you compare soft skills vs. hard skills in hiring decisions, consider the value of each at your organization and how the ideal candidate demonstrates a balance of both.



What are Hard Skills?

Hard skills are technical job functions that people learn through education or training. They're specific to a job type or field and sometimes require the use of specialized software or technical tools.



Data And Engineering Skills

Data Analysis And Data Mining Coding (HTML, Java, Python, Ruby, Etc.) SAAS

Machine Learning

ΑI

Analytics



Sales And Marketing Skills

Forecasting

Strategy

Social Media

SEO/SEM

CRM

Product And Specialty
Knowledge



Finance And Accounting Skills

Financial Modeling

Bookkeeping

Analytics

Risk Analysis

Auditing

Quickbooks

Generally Accepted Accounting
Principles (GAAP)

Cash Flow Management

only 15% of career success is made up of hard skills, including technical skills and knowledge



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What are Soft Skills?

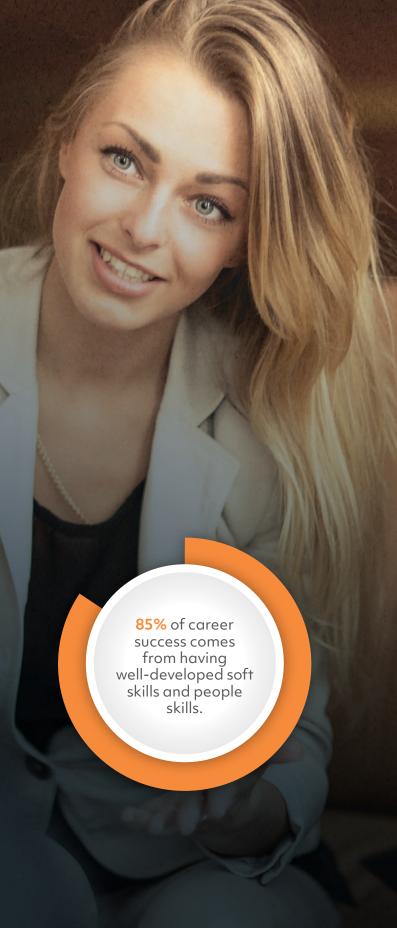
Soft skills are personality traits, competencies, and talents that shape how people approach their interactions with others, tasks, and challenges.

Soft Skills Examples

- Communication
- Adaptability and flexibility
- Listening
- · Work ethic
- Collaboration
- Initiative
- Time management
- Positivity
- Organization
- Attention to detail
- Ability to manage multiple priorities
- Innovation and creativity
- Consistency
- · Empathy

Benefits of Soft Skills Training

- Increased Productivity
- Improved Customer Service
- Increased Self-Confidence
- Improved Job Satisfaction
- Enhanced Team Dynamics
- Greater Adaptability





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83% of organizations believe it's important to develop leaders at every level of the company.

95% of learning organizations plan to increase or maintain their current investment in leadership development.