



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.

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Data And Engineering Skills

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



Sources:
<https://www.nationalsoftskills.org/the-soft-skills-disconnect/>

www.unboxedtech.com

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



85% of career success comes from having well-developed soft skills and people skills.





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Sources:
<https://www.zippia.com/advice/leadership-statistics/>

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