

BRIDGING THE SOFT SKILLS GAP: HOW TO TEACH THE MISSING BASICS TO TODAY'S YOUNG TALENT



There is an ever-widening soft skills gap in the workforce, especially among the newest young members of the workforce. Soft skills like self-awareness, people skills, problem-solving, and teamwork may be less tangible and harder to define and measure than many of the hard skills, but they are absolutely critical.

The cliché is that people get hired because of their hard skills but people get fired because of their soft skills.

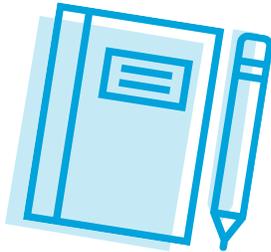
When employees have significant gaps in their soft skills: Potentially good hires are overlooked. Good hires go bad. Bad hires go worse. Misunderstandings abound. People get distracted. Productivity goes down. Mistakes are made. Customer service suffers. Workplace conflicts occur more frequently. Good people leave when they might have otherwise stayed longer.



The good news is that soft **skills can be taught**, coached, and developed – just like technical skills. All it requires is the right understanding and commitment from managers and leaders in your organization.

In this program, Bruce Tulgan shares true stories from real managers to illustrate how you can tackle the soft skills gap in your organization. With a blend of humor, insight, and concrete best-practices, Bruce teaches managers how to successfully improve the soft skills of their direct reports using his research-based soft skills competency model paired with the fundamentals of highly-engaged management.

PARTICIPANTS WILL LEARN:



- What the soft skills gap is, where it comes from, and its costs for organizations
- RainmakerThinking's soft skills competency model, and how to apply it to your organization
- How soft skills are no less important than technical skills
- Which soft skills are most often lacking in today's young employees, and how to address them
- How to not only improve soft skills, but effectively engage young employees in the process

TECHNIQUES AND BEST PRACTICES FOR:



- Integrating soft skills into every aspect of the human capital management process, from hiring to talent development and retention
- Identifying and communicating which soft skills are most important to your organization
- How to approach soft skills gaps in three categories:
 - Professionalism
 - Critical Thinking
 - Followership
- Applying a teaching-style leadership approach to coaching and developing the soft skills of your team