



# Soft Skills: Crucial to Weathering an Economic Storm

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## Summary

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Corporate America is starting to realize that we can benefit immensely from developing our employees' soft skills. Recently, forward-thinking companies have started using the help of executive coaches and image consultants to groom high-potential employees. Now, some of these innovative companies are offering group training and soft skills coaching to their employees at all levels. These innovative organizations have recognized that by improving their talents' communication skills and professional presence, they increase their success and add to the bottom line of the company.

The complete report details the three ways in which soft skills impact the bottom line: **Building brand credibility, Reducing turnover, and Retaining diverse talent.**

**“CREDIBILITY  
MAY NOT BE ON  
YOUR BALANCE  
SHEET... BUT  
IT’S THE BEST  
ASSET YOU’VE  
GOT.”**

Pete Blackshaw, EVP  
Nielsen Online

## Why Do Soft Skills Matter?

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**Branding** is important for the long-term success of a business. Therefore companies spend a lot of time and efforts building and developing a strong and credible brand. Companies have realized that their employees are their brand ambassadors not only in the workplace, but on the outside as well. In all corporations, especially in those where employees deal directly with the clients/customers, it is crucial that the employees “live the brand”. This means that they have to embody the brand’s qualities and deliver on the brand’s promise. In sum, the employees are the brand.

**Reduction of turnover** in the workforce is a major area of focus of companies. Studies have shown that job satisfaction, which leads to the reduction of turnover, is closely linked to career development. Thus, most companies develop elaborate training sessions which are aimed at increasing employees’ proficiency. Unfortunately, most concentrate on developing technical skills, and seldom address the soft skills which are critical to an employee’s career advancement

**Diversity matters!** Today more than ever, companies realize that they need a diverse workforce in order to enter the multicultural and international markets, which present the greatest growth opportunities. However, one of the greatest challenges companies face is to retain their strong minorities and women employees. Researches have shown that these minorities often leave their job because they are discontent that their hard work does not usually translate to promotions within their company. The unarguable advantage of soft skills training is that it teaches people to be aware of organizational politics and about the advantages of self-promotion.

