Everything You Need to Know About Soft Skills Training for Your Employees

What Is Soft Skills Training?

To start, it's helpful to understand what the term soft skills encompasses. The Encyclopedia Britannica defines "soft skills" as:



professions, including interpersonal skills or "people skills" that enable individuals to work effectively in groups and organizations."

"Nontechnical and non-industry-specific skills applicable

to a wide range of tasks across many roles and

Soft skills training can be delivered in many forms – e-learning/on-demand video courses, written assessments, inperson training, and seminars are all ways you can develop your employees' skills.

communication, organizational and leadership skills is often more valuable than someone with only technical expertise.

In the past few decades, organizations have slowly come to the realization that an employee with skills like effective

You should keep in mind that just like learning a "hard" skill like coding, soft skills also require training, repetition, and

your team more flexibility to deliver, assess and get feedback on your soft skills training program.

practice to be mastered. You should always consider that certain ways of delivering soft skills training will give you and

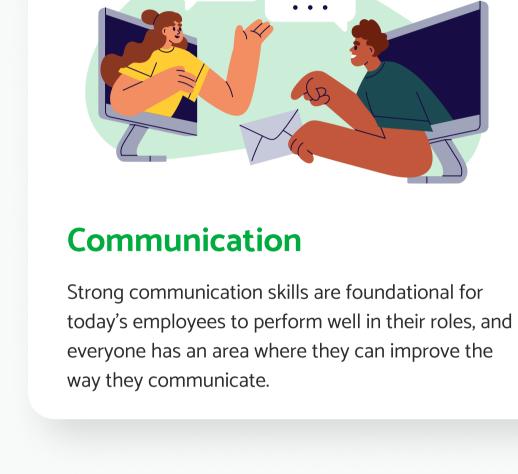
A study conducted by The Stanford Research Center found that 85% of job success stems from

Why train on soft skills?

soft skills and just 15% from technical knowledge or hard skills. Organizations who prioritize soft skills training see:



Examples of Soft Skills and Their Impact



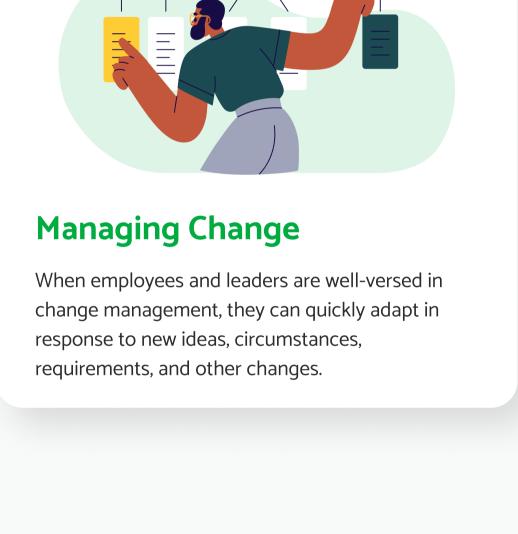


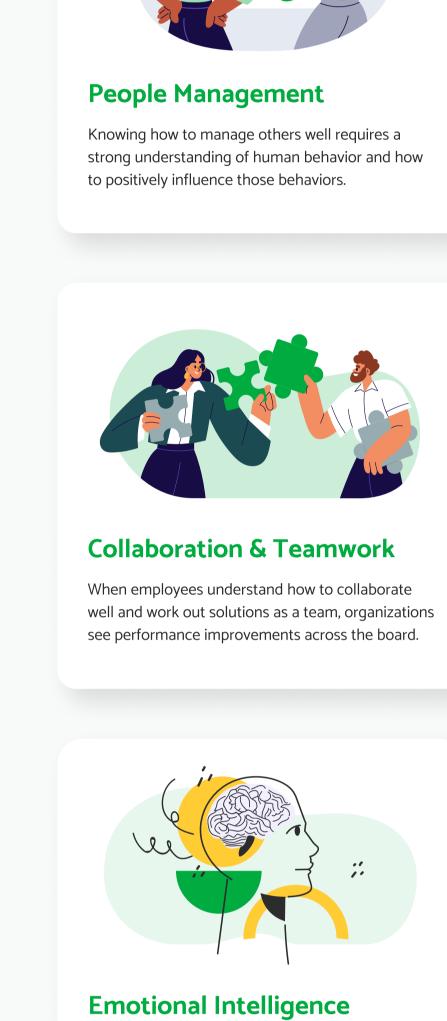
When time is a resource you can't get back, it's

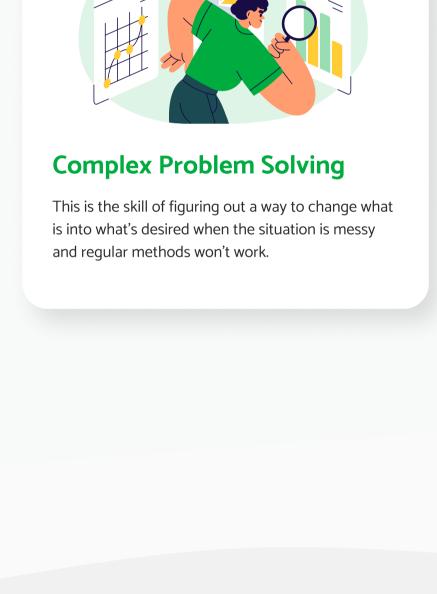
difference between efficiency and effectiveness

important for employees to understand the

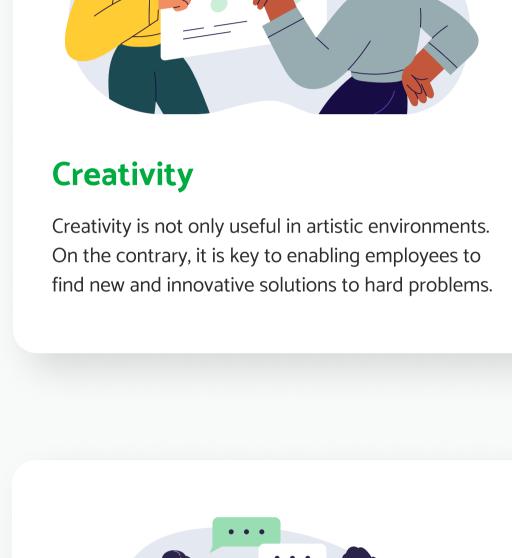
when managing their time.

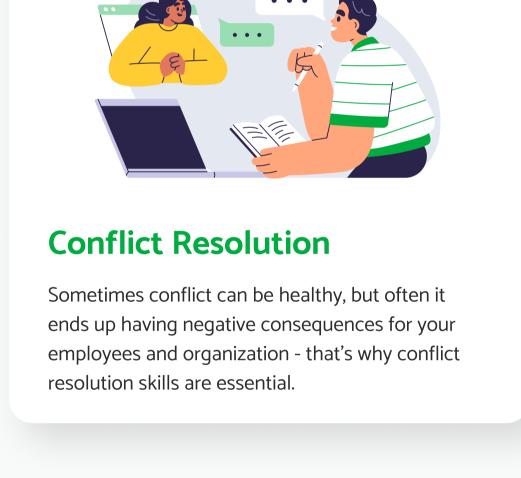


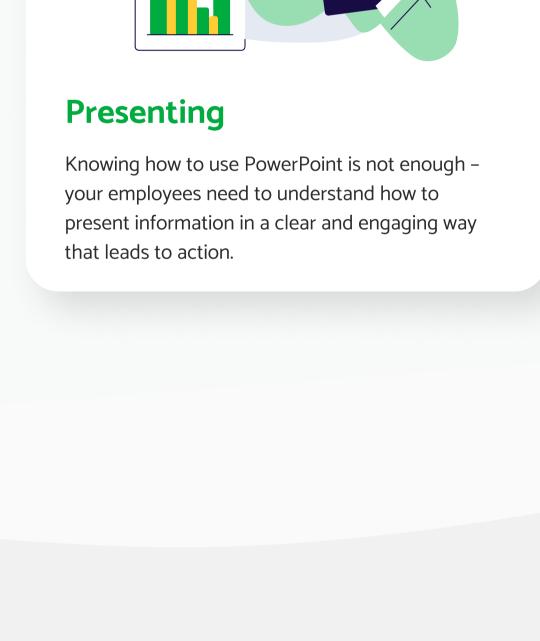




Developing EQ is an essential skill for everyone this is how your employees understand themselves and others, so they can better manage relationships.







Once you have assessed your leaders and individual contributors' soft skills, it will be much easier to incorporate their specific needs into their custom learning paths.

positively impact their careers.

your organization.

purpose of assessing hard skills or technical knowledge.

leadership buy-in for the program, if it's not already present.

Getting started with soft skills training

1. Assess employees' soft skill gaps:

Educating the entire organization on what soft skills are and why they are so important in today's workforce should be done early on. Sending out informational emails and posting on internal communication boards like Slack or Teams with regularity, can be great ways to educate everyone in the organization about how business skills training can

It's also important to tailor the resources you send out to different stakeholders. Remember that one of the

main goals of spending time and resources on sending out educational materials on soft skills is to encourage

2. Educate Your Organization on the Importance of Soft Skills Training

A good first step to take when incorporating soft skills training into your L&D plan is to assess where your

evaluating soft skills is the lack of skill gap analysis tools that are specifically designed to look at business

skills. This is mostly because most of the skills assessment resources available have been made with the

employees stand as far as soft skills are concerned. One of the biggest challenges L&D teams run into when

incorporate soft skills specific training materials into your L&D strategy. If your organization already uses an LMS or HRIS system, off-the-shelf content can be a great way to continue to reap the benefits of the on-demand video training format and possibly introduce a more

Depending on what your current employee training and development program looks like, you'll need to

If you do not have an LMS or other type of online learning platform this is a great opportunity to start a

conversation about the positive impact and ROI that incorporating an online training solution can bring to

3. Incorporate Soft Skills Training Resources into Your Training Programs

4. Market Soft Skills Training as Part of Your Learning & Development Strategy Marketing your soft skills training program is crucial to getting employees excited and eager to interact with the training resources you're providing them. Coming up with creative incentives like small prices for

for development opportunities more than ever when searching for new job opportunities. Promoting your

engaging approach to e-learning like microlearning formatted modules.

the individual that completes the most soft skills learning modules in a one month or logs the most time in the LMS are all great ways to drive engagement and utilization for your program. Externally, it's equally crucial to clearly promote that your organization offers this type of training resources to all new employees through your job postings and interview process. Employees are looking

soft skills training program can be a great way to attract top talent to your organization.

Delivering soft skills training

When you know that soft skills training is important to include in your training program, the

question is then, "How do we deliver this in an effective way?" Video-based microlearning and online interactive learning are effective ways to deliver complex corporate soft skills

training for employees because training can be done in short, engaging bursts, and then practiced in real-life situations right away. This makes online learning highly efficient and cost-effective for subjects like communication training, business etiquette, presenting, time management, ethics, and more.

Breaking down complex topics into manageable chunks also makes training much more accessible than if you relied

only on instructor-led training sessions to teach these soft skills. Online, on-demand content is a powerful tool for

delivering effective soft skills training, especially when you use it in conjunction with on-the-job coaching and training scenarios. Soft or business skills are becoming the focal point of all talent teams when looking to attract top talent to their organization. Yet, most organizations are struggling to understand the value of incorporating this type of training into



their L&D programs and how to do so.

