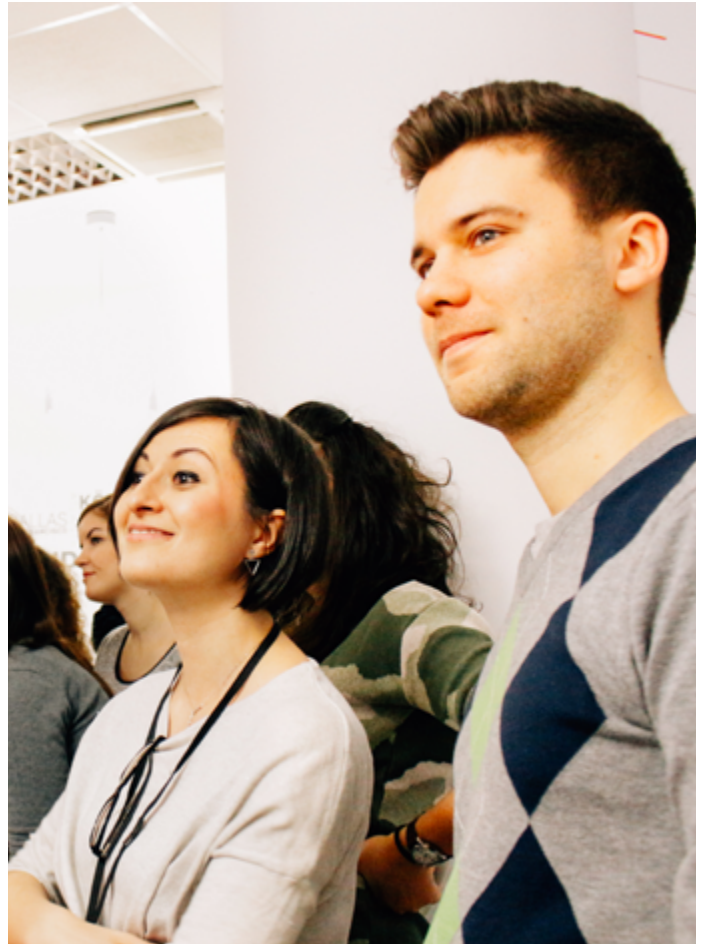


VIDEO TRAINING BRIDGES THE SOFT SKILLS GAP

Across industries, a new mindset toward personnel development has emerged in recent years. It's becoming clear that the hiring process won't always bring in individuals with fully-developed skills necessary for the job. This increases the role of training for abilities of all kinds, from industry knowledge to interpersonal competencies.

Soft skills is a blanket term encompassing interpersonal and communication abilities. This is in opposition to hard skills, which are the specific pieces of knowledge behind workplace processes. Soft skills can be absolutely critical to workplace success. When held up next to the ever-changing hard skills needed to operate in today's workplaces, imparting soft skills can be more challenging, but nevertheless important.



A NOTABLE KNOWLEDGE GAP

According to the Society for Human Resource Management (SHRM), a lack of soft skills is one of the most noticeable and problematic issues facing HR departments. While a focus on developing raw efficiency and building a team of employees with the technical proficiency to succeed may seem logical at first, this approach tends to leave companies lacking the ability to excel over the long term.

When companies don't pay enough attention to the need for communication and interpersonal skills, they may be prone to:

- A lack of innovation due to weak internal communication.
- Trouble dealing with customers, who demand a high level of service.
- High employee turnover because employees feel disinclined to stay in an environment where people don't work together or feel a sense of shared values.

Correcting the soft skills gap through training can have a massive impact on a company's ability to compete within its industry.

DON'T WAIT TO TRAIN

Companies wanting to instruct their team members in interpersonal and communication skills have to focus on these priorities. Simply expecting workers to pick up these abilities as they go ignores the real value of these type of skills and how employees can develop them through training.



Learning expert Bruce Tulgan noted that some training in soft skills is inevitable. Companies cannot count on every new hire being a good communicator. After all, there are some roles defined by subject matter knowledge, and hiring the top people may mean taking on new workers without fully developed communication skills.

**ONCE ORGANIZATIONS
ACKNOWLEDGE THE SOFT SKILLS
KNOWLEDGE GAP, IT'S TIME TO
COMMIT TO TRAINING. THERE'S
NO NEED TO WAIT FOR THESE
PROGRAMS TO BEGIN.**

Tulgan, for instance, advocated for training workers in the abilities they'll need to succeed as early as during their onboarding and orientation processes.

ZOOMING IN

There are many different categories of worker abilities under the general umbrella of soft skills. Being able to pick up new concepts is one of the skills, as is the capacity to make measured decisions based on context. Speaking intelligently to team members and showing emotional maturity are soft skills, and so is the ability to deal with consumers.

Each of these areas contains even more distinct and specific skills. For instance, as explained in a CNBC listing of valuable soft skills for employees today, “communication” entails everything from writing effectively to speaking with kindness and professionalism. From sending concise emails to showing good posture, there are multiple ways to communicate, many of them relevant.

TRAINING VIA VIDEO

Fitting these important lessons into the packed schedules of employees could be one of the issues holding companies back from training. However, the rise of modern e-learning delivered via video may help them break down this barrier.

IDC found classroom-based training methods are on the decline due to the associated costs and inconveniences. The scheduling requirements of classes are far beyond those linked with modern methods of lesson delivery, such as video-based e-learning.



The IDC overview discovered companies have been seizing the opportunity to train via video. Chief learning officers have felt comfortable turning to video solutions as they are readily available and accessible.

COURSE AREAS

Due to the wide range of behaviors “soft skills” encompass, each industry and workplace must define which of these competencies are important and pick corresponding training courses to help them improve their teams. Here are four areas of competency to consider:

- **Interpersonal skills:** Courses designed to help employees work together can assist them in a number of roles. Learning to listen to colleagues, make

points succinctly and create collaborative projects can strengthen the bonds between internal teams.

- **Decision-making:** Taking charge of operations within a department is a major responsibility, and it doesn't always come naturally. Training employees at all levels of leadership to delegate, anticipate outcomes and incorporate feedback can help a company stay focused on positive growth and progress.



- **Leadership and motivation:** Every member of a team has input on its direction and priorities, the person in charge has special responsibilities. Setting the tone for fellow employees is an important skill. While some believe this is simply a trait people have or don't, it can be honed via video training courses.
- **Customer service:** Although many soft skills are based on people interacting with their colleagues, there is also value in learning how to have productive exchanges with customers. Today's era of tech-aided transparency means more employees than ever may communicate with people outside the company, and they should have the skills to succeed in this role.

WELL-ROUNDED INDIVIDUALS

Employees today are poised to excel when their skills go beyond the hard technical demands of their roles. Companies that find effective ways to foster soft skills among their teams may find their internal and external communications significantly improved, increasing their competitiveness.

WHEN THEY IMPART THESE VITAL LESSONS BY VIDEO, IT'S EASY, CONVENIENT AND AFFORDABLE TO GET THE TEAM UP TO SPEED.



