



# SOFT SKILLS

**ATU**<sup>™</sup>

Norman Career Services



# NORMAN CAREER SERVICES



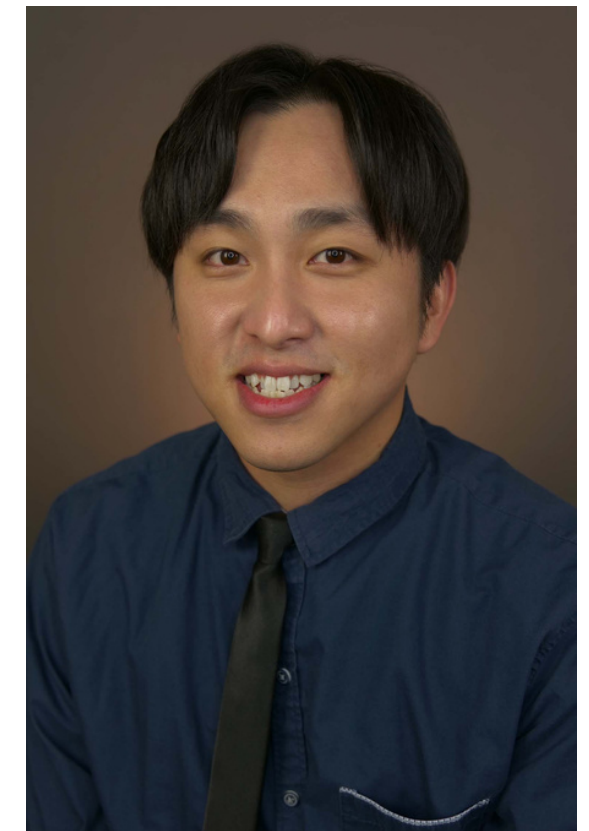
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# AGENDA

- **WHAT ARE SOFT SKILLS**
- **IMPORTANCE OF SOFT SKILLS**
- **HOW TO INCORPORATE SOFT SKILLS IN YOUR JOB SEARCH**
- **CAREER READINESS**



# INTRODUCTION



Employability skills – have you got them?



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# WHAT ARE SOFT SKILLS?

Non-technical skills that impact your performance in the workplace.

How you interact with colleagues, solve problems, and manage your work.

Behavioral and interpersonal skills.

General traits not specific to any job, but help employees exceed in any workplace.





# WHY ARE SOFT SKILLS IMPORTANT?

- The future of work.
- Soft skills strengthen other skills and abilities.
- Help maintain relationships.
- Prove you take initiative
- Determine your ability to mediate conflict.





**SOFT SKILLS**



**HARD SKILLS**



# HARD SKILLS VS. SOFT SKILLS

## TECHNICAL SKILLS

DATA ENTRY, COMPUTER TECHNOLOGY, MICROSOFT OFFICE SUITE

## PROJECT MANAGEMENT

BUDGET, RISK ANALYSIS, SCHEDULING, PERFORMANCE TRACKING

## PROGRAMMING

DATABASE MANAGEMENT, WEB DEVELOPMENT, SYSTEMS ANALYSIS, JAVA, C++,

## GRAPHIC DESIGN

USER EXPERIENCE (UX) DESIGN, PHOTOSHOP, PRINT LAYOUT, ETC.

## COMMUNICATION

ACTIVE LISTENING, PUBLIC SPEAKING, WRITING, EMPATHY, NONVERBAL COMMUNICATION

## PROBLEM SOLVING

TEAMWORK, CRITICAL THINKING, DECISION MAKING, RESOURCEFULNESS

## ADAPTABILITY

FLEXIBILITY, OPIMISM, ENTHUSIAM, PATIENCE, CONSISTENCY

## WORK ETHIC

ATTENTION TO DETAIL, TIME MANAGEMENT, ORGANIZATION





Hard Skills vs Soft Skills

# HARD SKILLS

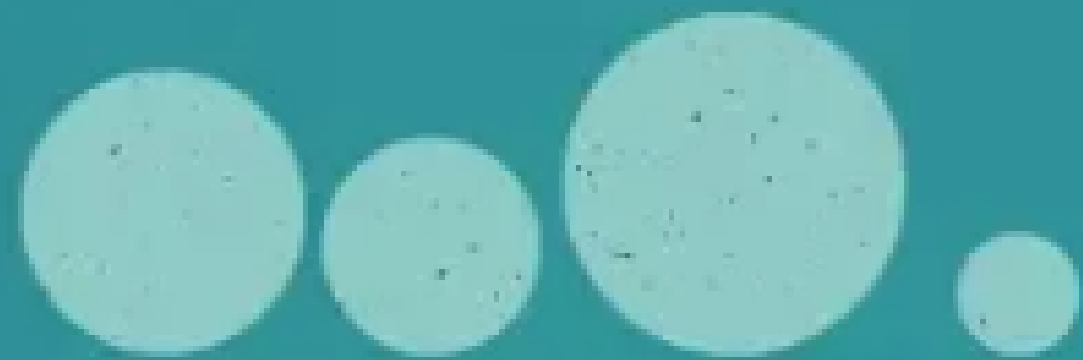


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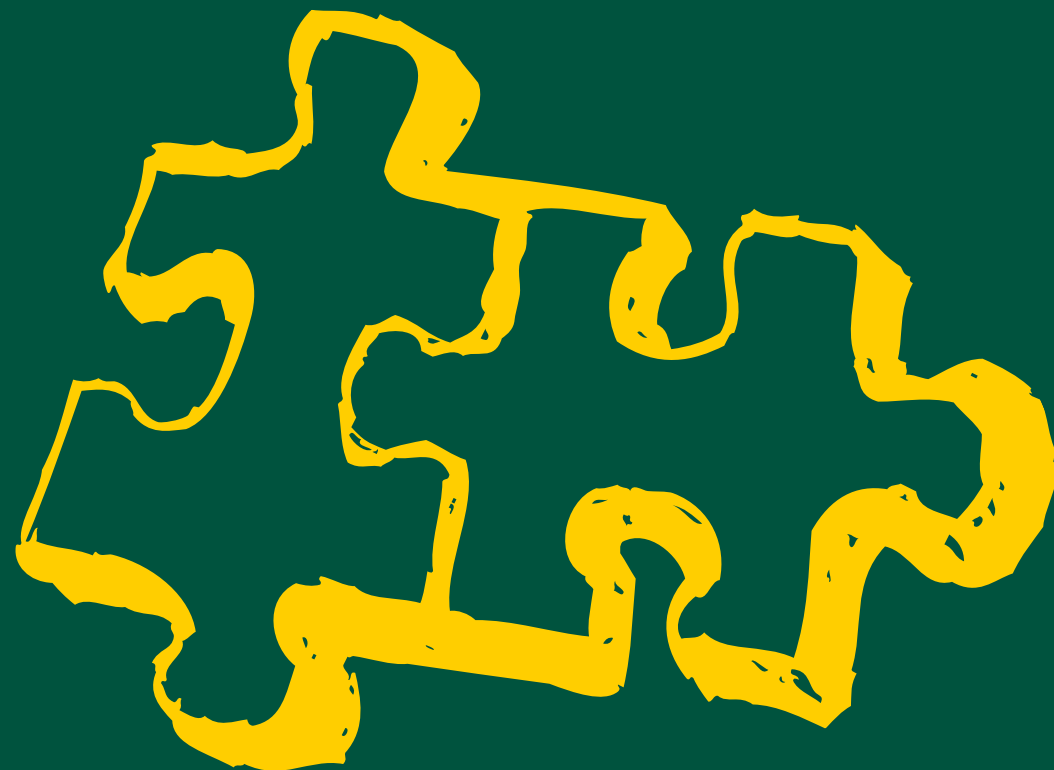
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# SOFT SKILLS



# LET'S PRACTICE

**In small groups, brainstorm a list of 10 soft skills that an employer may be looking for.**





# EXAMPLES OF SOFT SKILLS

[Soft Skills 101: Handshake | Blog](#)

**Interpersonal Communication**

**Ability to Learn**

**Organizational Skills**

**Resilience**

**Strategic Thinking**

**Work Ethic**

**Flexibility**

**Trustworthiness**

**Writing**

**Mentoring**

**Patience**

**Positive Attitude**

**Presentation Skills**

**Problem Analysis**

**Self-Motivation**

**Stress Management**

**Time Management**

**Verbal Communication**

**Attention to Detail**

**Coaching**

**Conflict Management**

**Cultural Awareness**

**Dependability**

**Enthusiasm**

**Financial Management**

**Humility**

**Initiative**

**Innovation**

**Communication**

**Teamwork**

**Problem Solving**

**Time Management**

**Leadership**

**Adaptability**

**Creativity**

**Empathy**

**Conflict Resolution**

**Active Listening**

**Critical Thinking**

**Cultural Competence**

**Customer Service**

**Decision-Making**

**Emotional Intelligence**

**Goal Setting**

**Intrapersonal Skills**

**Negotiation**



# INCORPORATING SOFT SKILLS ON YOUR RESUME

## Step 1: Review Your List of Skills

- Make sure they are relevant to the position you are applying for.
- Look for soft skills listed on the job description.
- Research the employer to figure out what skills they are looking for.

## Step 2: Write the Resume

- Professional experience section allows you to prove them.
- Highlight soft skills in your bullet points by using precise verbs and telling the reader the result of your action.





Built trusting **relationships with patients and family members**, educated them on treatment plans, **actively listened** to concerns, and ensured fellow medical personnel were up to date on individual care needs.

Ran a biannual customer survey to gain valuable insights into product and service preferences, **identified 3 key areas of improvement**, and **implemented changes** to increase sales 10% annually.

Readily **took on additional responsibilities** following major reduction in force, **continued to meet deadline** quarterly for core duties while **learning new** programming languages (C++ and Python) on own initiative.



# INCORPORATING SOFT SKILLS ON YOUR COVER LETTER

Your cover letter is a chance to prove your soft skills!

Employers can see your hard skills on your resume. Your cover letter is your chance to show them **how** you do your work.

Tell stories, provide evidence.

How you communicate in a cover letter will help you get an interview!

Dear Mr. Smith:

I am responding to your job advertisement regarding a  
position and I have enclosed my résumé highlighting my experience as  
a Marketing Representative.

I have over ten years of experience in the industry and this  
is a great fit for my career. I believe I would do well in this position given  
my skills and experience.

Thank you for your consideration and I look forward to  
hearing from you.

Sincerely,

John B. Doe

**EXAMPLE: THE EMPLOYER IS LOOKING FOR SOMEONE  
WITH STRONG ORGANIZATIONAL SKILLS**

*How would you show this in a  
cover letter?*

*Good:*

**As an active member of several student organizations and volunteer initiatives, I have demonstrated my ability to coordinate events, manage logistics, and communicate effectively with team members to achieve common goals. These experiences have not only reinforced my organizational capabilities but also enhanced my adaptability and problem-solving skills in dynamic environments.**

*Better:*

**As the president of our student business club, I oversee various events and initiatives throughout the academic year. From coordinating guest speaker presentations to organizing 3 networking mixers per semester, I am responsible for managing event logistics, budgets exceeding \$2,000, and promotional efforts. By leveraging my organizational abilities, I have been able to execute successful events that have enriched the student experience and fostered meaningful connections within our business community. As a result, student attendance to guest speaker presentations has increased by 20%.**





# INCORPORATING SOFT SKILLS IN YOUR INTERVIEW

## STAR Method

**Situation:** describe the context and introduce the story or problem.

**Task:** what was your role or responsibility in the situation?

**Action:** describe the specific way you solved the problem.

**Result:** finish your story by saying what the outcome was.

### Other Tips:

- Demonstrate professionalism
- Send a thank you note
- Actively listen and answer all parts of the question

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## **CAREER READINESS:**

The foundation from which to demonstrate requisite core competencies that broadly prepare the college educated for success in the workplace.

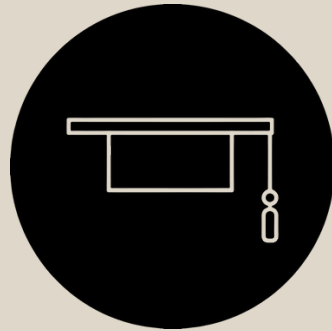
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# CAREER READINESS

Adopted from the National Association of Colleges and Employers.

FOR MORE INFORMATION ON THIS INITIATIVE, VISIT [WWW.NACEWEB.ORG/CAREER-READINESS](http://WWW.NACEWEB.ORG/CAREER-READINESS)



## CAREER AND SELF DEVELOPMENT

- Personal and professional learning, navigation of career opportunities, and networking.



## COMMUNICATION

- Clearly and effectively exchange information, ideas, and perspectives with people in your environment.



## CRITICAL THINKING

- Identify and respond to needs based upon an understanding of situational context.



## EQUITY AND INCLUSION

- Demonstrate the skills required to equitably engage and include people from diverse backgrounds.



## LEADERSHIP

- Recognize and capitalize on personal and team strengths to achieve organizational goals.



## PROFESSIONALISM

- Know to conduct yourself in a work environment and demonstrate effective work habits.



## TEAMWORK

- Build and maintain collaborative relationships to work effectively toward common goals.



## TECHNOLOGY

- Understand and use technologies ethically to complete tasks and accomplish goals.



# QUESTIONS? NEED PRACTICE?

# SCHEDULE AN APPOINTMENT WITH US!



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