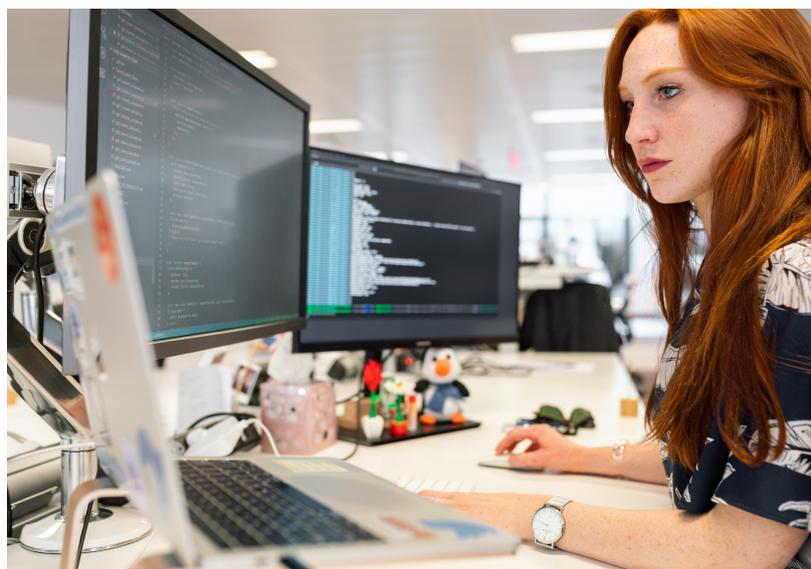


THE WEB DIGEST

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LET'S DISCUSS SOFT SKILLS AND HARD SKILLS



WOMEN ENTERING BUSINESS



Soft Skills - Why are They so Important?

BY ALESSANDRA D'URSO - EVENTS DIRECTOR

Soft skills is a common buzzword within the job market at the moment, and reasonably so - LinkedIn's global talents trends [report](#) revealed that 92% of professionals thought soft skills were “equally or more important” to hire for than hard skills.

Whilst hard skills are industry-specific and can be developed over a long period of time, soft skills are highly adaptable and transferable within industries as well as workplaces. A focus on soft skills can be built upon within a student's university career through assignments and overall participation. One example of a soft skill includes collaboration, which can be exemplified through working in a team by being reliable and respectful.

More examples include communication and problem-solving skills which can be developed not only in university but also through extracurricular activities. An important soft skill that university teaches is that of time management skills which further displays organisation skills.



These skills are vital in today's increasingly online world, as due to COVID-19, online interviews, as well as the rise of ‘video submission’ resumes, have enhanced the need for applicants to display soft skills including problem solving and active listening. This is especially relevant for assessment centres as well as online interviews. These skills can be developed by effectively taking on feedback and engaging in self-reflection. Overall soft skills are pivotal in ensuring that individuals can adapt and evolve within challenging and constantly changing environments as well as enhance employability.



*The Power of Soft Skills & Hard Skills: Is it **What** you Know or **Who** you Know?*

BY IZABELLA LLOYD-WHITE - EVENTS DIRECTOR

You hover your cursor over an email with the subject line titled *Application Outcome*, which contains a familiar opening that reads:

"We are sorry to inform you that you have not been selected for the position; we have chosen to move forward with a different candidate."

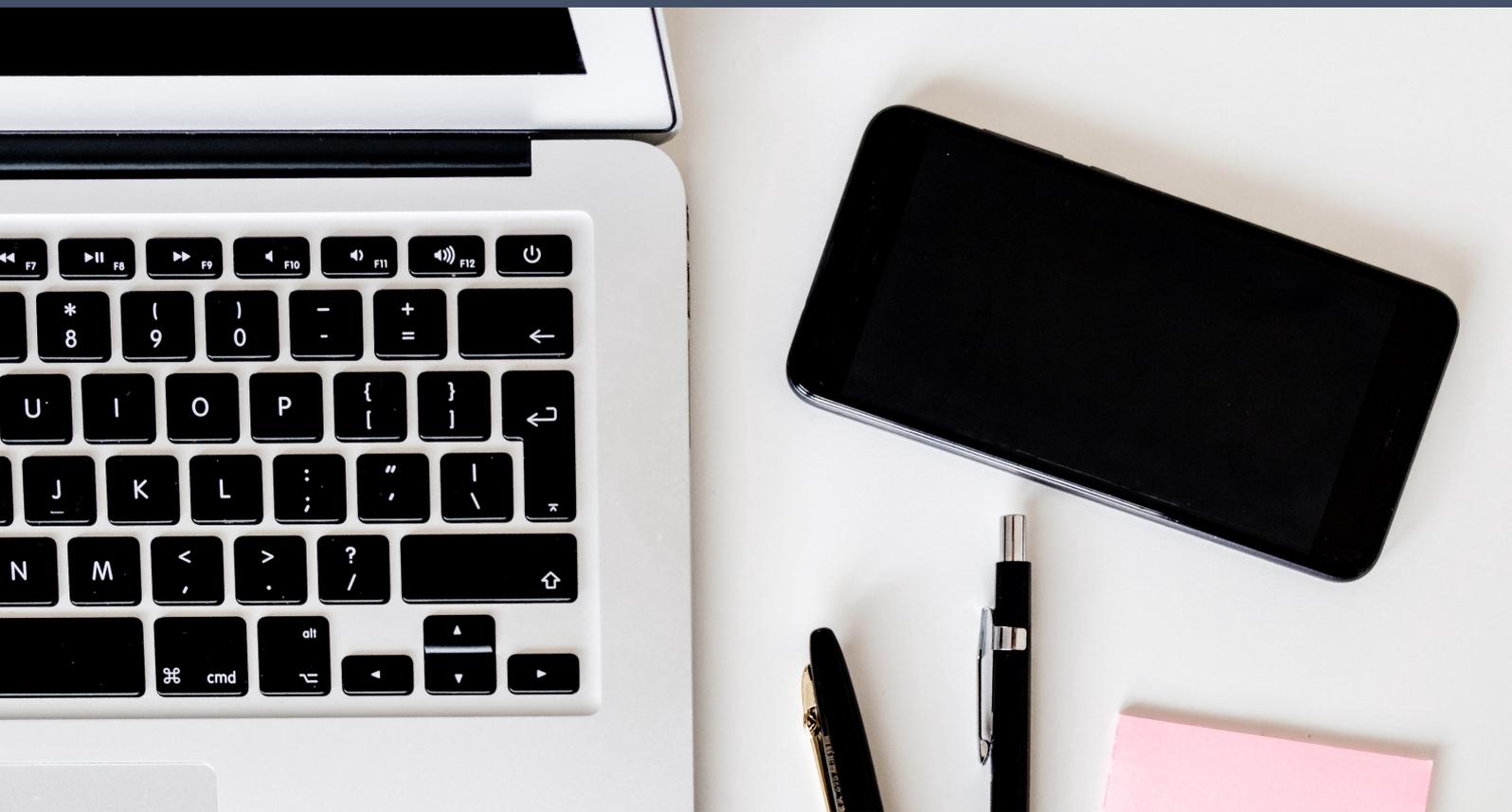
At some point in our lives, we all have had an experience where we've faced rejection.

I am sure we can all agree that knowing someone who can get you in the door for an interview at your first job sets you at a higher advantage. A study by Lever ATS proves this as they discovered that a referred candidate has a 20 times higher chance of getting hired compared to someone who applied online.

Although to be a successful networker you need to have highly developed soft skills such as critical thinking and strong communication, winning & dining three times a week with your prospective employer will only leave you empty-handed and with a full stomach. While once it was "who you know" that can help you get through the door, "what you know" (the hard skills) is just as important. This is what keeps you there and allows you to differentiate yourself from others. It includes being equipped with technical skills and academic qualifications.

Utilising soft skills and hard skills is an ongoing journey that takes you through your working life and continuously evolves. It is how you choose to use both of these skills to determine your outcome and performance.





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