

## EPISODE 102: THE SOFT SKILLS ARE THE HARD SKILLS

### 1. ATTITUDE

- Confidence
  - A “can-do” attitude.
  - Willingness to try, learn.
  - Confident enough to risk failure.
- Adaptability
  - Heraclitus (535-475 BC): “Change is the only constant.”
  - The ability to adapt to new environments, schedules, processes, co-workers.

### 2. LEADERSHIP SKILLS

- Oprah Winfrey: “Leadership is about empathy. It is about having the ability to relate and to connect with people for the purpose of inspiring and empowering their lives.”
- Notice: “the ability to RELATE and to CONNECT.”
- Leadership is servanthood with a vision.

### 3. OFFICE EQ

- This is more than “etiquette,” it’s office intelligence.
- Three zones of awareness: Self-awareness, Situational-awareness, People-awareness.
- People skills, empathy.
- IQ accounts for between 4 and 10 percent of career success.

### 4. CREATIVITY

- Daniel Pink, *A Whole New Mind: Why Right-Brainers Will Rule the Future*, “We’ve moved from an economy built on people’s *backs* to an economy built on people’s *left brains* to what is emerging today: an economy and society built more and more on people’s *right brains*.”
- Left-brain jobs are being automated and off-shored.
- The new value: creative skills—things computers can’t do.
- Thinking outside the box, fresh approaches, new ideas.

### 5. COMMUNICATION SKILLS

- *The New Division of Labor: How Computers are Creating the Next Job Market* by Frank Levy of MIT and Richard Murnane of Harvard
- Big idea: Computers are replacing our need to do routine work
- Computers have heightened the value of 2 human skills:  
“Expert thinking—solving new problems for which there are no routine solutions”

“Complex communication—persuading, explaining, and in other ways conveying a particular interpretation of information”

- As the world gets more complex, companies need people who can talk about it.

Are there other communication-related topics you'd like to hear the Communication Guys address? Let us know on our [Facebook page](#).