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Soft skills - The secret to a Sustainable Recruitment

Most people can probably agree that brilliant qualifications and a five-year education do not guarantee successful recruitment.

In an era, technology and automation are rapidly transforming the workplace, the value of human-centric skills has never been higher. Technical skills matter, but communication, empathy, and adaptability truly set candidates apart today. This shift towards prioritizing soft skills is not just a trend but a fundamental change in how companies identify and nurture talent.

More and more employers are now looking for ways to identify candidates' soft skills during the recruitment process, due to several factors. First, digital development has led to many tasks being replaced by technology, which increases the demands on human skills in those roles that still require human labor. In addition, soft skills are versatile and useful in a variety of work areas.



According to a survey by LinkedIn, 92% of HR professionals believe that soft skills are just as important as, or even more important than,

technical skills. In addition, 89% of these stated that poor recruitment is often due to a lack of soft skills on the part of the candidate. This underlines the importance of focusing on technical skills and personal qualities and abilities.

In recent HR surveys, including LinkedIn, "soft skills" topped the list of trends expected to have the greatest influence on the HR and recruitment industry's future.

The results are based on a survey of 5,000 professional recruiters in 35 countries, combined with behavioral data from LinkedIn.



Among the recruiters who participated in the survey:

- 92% that soft skills are as important or more important than "hard" skills
- 91% that soft skills are an increasingly important factor to consider when recruiting
- 89% that a lack of soft skills is often a characteristic of poor recruitment
- 80% that soft skills are becoming increasingly crucial to business success



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Hard and soft skills, what's the difference?

Hard skills mean the often-measurable abilities you learn through education and hands-on experience – such as graphic design, a programming language, welding, or tax accounting. Soft skills, on the other hand, are about the way you carry out the tasks, what you are driven by and how you are as a person. For example, your ability to creatively solve a problem or collaborate in a team.

How does the employer identify soft skills?

- 57% of employers say they struggle to accurately assess soft skills.
- 41% have formal processes in place to assess them. Something that leads to prejudices and subjective interpretations being allowed to rule, rather than objectivity.
- 70% cite the use of body language reading during the job interview as their main method of assessing soft skills.

Essential Soft Skills That Employers Value

Here's a look at the essential soft skills that companies value the most.

Adaptability

- Flexibility
- Consequence thinking
- Changeable

Communication

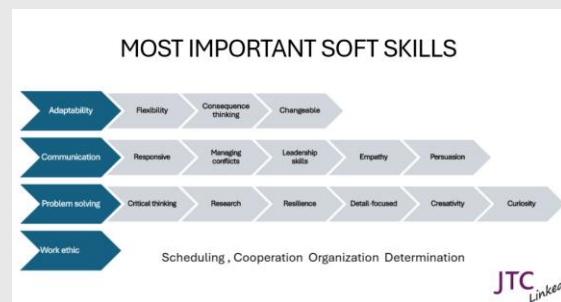
- Responsive
- Managing conflicts
- Leadership skills *Differences between Managing or Leading
- Empathy
- Persuasion

Problem solving

- Critical thinking
- Research
- Resilience, Stamina
- Detail-focused
- Creativity
- Curiosity
- Imagination
- Resourceful

Work ethic

- Scheduling
- Cooperation
- Organization



Why are soft skills important?

1. They indicate longevity
2. They help measure teamwork: Kommunikation, konflikthantering, lyhörd, flexibel
3. They help maintain relationships. Employers seek employees they can trust to represent the company in a professional and friendly way. This can also help your career growth potential by maintaining relationships in your organization.
4. They can grow your network
5. They facilitate growth
6. They can help you stay organized
7. They prove you take initiative



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8. They show you can develop leadership skills
9. They help you gain confidence
10. They help establish your reputation

How do you present Soft Skills on your resume?

When writing your resume, it can be a good idea to include a "skills section" at the bottom. Choose a maximum of five of your top skills. For each skill, provide a brief explanation and a relevant example of how you used the skill in your working life.

