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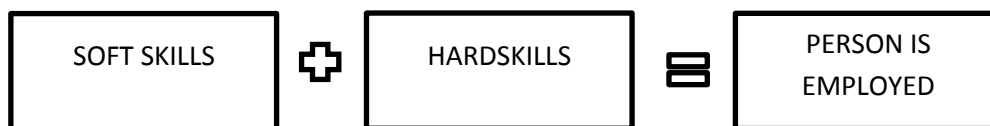
## COMMUNICATION SKILLS: A NEED OF THE GLOBAL MARKET

### ABSTRACT

*Hard skills are necessary in combination with soft skills to be employed. The training of soft skills should be implemented in academic syllabus to get best enhancement of soft skills. Soft skills shape individual's personality and builds social status. Hence it is valuable in complement with technical and hard skills. Soft skills refer to individual's interaction ability within or outside the organization. Soft skills are increasingly in demand by employers with technical or hard skills. Soft skills encompasses an individual's ability to communicate well, show respect, work under pressure and as per requirement of the task, punctuality, discipline, responsibility, quality of work, accept criticism and be the most efficient and likeable.*

### I. INTRODUCTION

Employers always complain that the graduates from any institutions are not sound in terms of soft skills. Academic syllabus includes only teaching of hard skills or technical things however understanding or application of soft skills is never a part of it. Soft skills include communication skills, numerical reasoning, leadership, time management, cultural awareness, work ethics, self-management and team working. However communication and verbal skills are the predominantly missing skills. Many industrial organizations have suggested the inclusion of soft skills up to 20% in academic syllabus. Soft skills refer to a group of personality traits, social graces, personal habits, friendliness, language proficiency that moulds a person to varying degree.



The top ten soft skills includes

#### 1. Communication and interpersonal skills

The ability to explain your words in a clear and understanding way through oral and written means. To listen and relate to other people's information and knowledge.

2. Problem solving skills

The ability to understand the issues diversify them into major and minor issues and to apply the best and efficient idea to solve it.

3. Being self-motivated

Be strong and come forward to help organization, colleagues and become an example.

4. Working under pressure

Handling the deadline pressure and still perform the best in situations to fulfill the work.

5. Organizational skills

Being organized. Work according to deadlines and targets. Monitoring every step to ensure the track of success.

6. Team working

Working well with people from different organizations, discipline and backgrounds to accomplish a desired target.

7. Ability to learn and adapt

Identify new ways to learn from your mistakes for the benefit of organization and others.

8. Numeracy

The ability to use data and statistics to support your point.

9. Negotiation skills

To understand people's feelings and achieve a win-win outcome.

10. Valuing diversity and difference

Understand the value of diversity and consider different needs of the organization.

## II. WHAT THE MOST IMPORTANT SOFT SKILLS?

The most important property that comes to people's mind whenever there is a discussion of soft skills is communication and interpersonal skills. Communication skills top the list of soft skills. It is indeed the most lacking talent among colleges and universities graduates. Communication and interpersonal skills includes:



Language scholars want education of soft skills from the base and should be viewed from a different view. Soft skills such as ample proficiency in spoken and written form, language fluency, discussion and presentation skills, correct body language which reflects in conversation skills that can present one's ideas in a best possible way. Good interpersonal and social skills are reflected at the working place.

What are the personal attributes of soft skills?

1. Loyalty
2. Honesty
3. Integrity
4. Commitment
5. Commonsense
6. General knowledge
7. Enthusiasm
8. Reliability
9. Personal presentation
10. Positive self-esteem
11. Adaptability
12. Motivation
13. Sense of humor
14. Ability to deal with pressure
15. Balanced attitude to home and work

### III. COMMUNICATION- THE HEART OF SOFT SKILLS

Communication is a skill to express and organize ideas in both written and oral ways through sharing of information, listening and understanding others, to speak clearly and directly to individuals and groups. The communication comprises of three parameters such as importance of selection of words-7%, tone-37% and body language-56% or facial expression. In most of the cases misunderstanding occurs due to lack of understanding of above mentioned three parameters. Listening ability is a key parameter for effective way of communication. Negotiation skill is a prime requirement in effective

managerial communication. Negotiation skill plays a very vital role in selling, marketing and purchasing activity.

**“The simple definition of effective communication is to understand misunderstanding”**

Adequate communication skills are a prime requirement for a range of other soft skills like moderating discussions or management of conflicts. As soon as the problem has been known, one can start working on how to overcome and solve it. The key lies in adaptation of soft skills i.e.: recognizing problem, accepting the shortfall and undergoing simple self-training or guided training for its elimination. For example, introverted character can be solved by small chats or discussions. Small talk is an important part of communication skills. The person lacking the skill can make it a habit at parties or social gatherings to initiate a conversation with strangers. One can easily debate on topics like weather, cinema, education etc., however controversial topics such as politics, religion, region should be better avoided. While the first timers might require some effort, it would become a habit after a few months. With such and similar topics even an introverted person can appear reasonably social.

One straight forward reason to be efficient in soft skills and more importantly communication skills is that today's job market is becoming increasingly competitive and graduates are under immense pressure to survive in this tough environment, so to be distinguished from other candidates with equal qualification we should have such skills. The graduates should also catch the hidden message in a communication; one can say they must have ability to read between the lines.

Being adaptable to working environment, learning new skills can contribute to the working or learning community- in class, on the job, solo, in groups. Passion for continual learning, positive attitude, self-esteem and self-improvement is the key to success.

These skills can be developed through written projects, research and reports, class presentation, classroom discussions, employment and volunteering and through attending conferences and events.

Employers prefer to take in graduates who can talk fluently with confidence, who can speak longer, and better, who can chat in a pleasant manner with colleagues and customers convincingly and those who can do a proper presentation - these are the candidates who will be productive from a very early career and those who have that competitive edge. Therefore candidates with good communication skills are invaluable, quick and successful starters. They can even serve to cover up weaknesses on the hard skills side. Though the fact remains that technical skills cannot be replaced for communication skills.

Good hard skills along with soft skills are necessary to be in the first choice when it comes to chances of promotion. The success stories of people who have mastered communication skills always stop the list. Employers prefer to promote staff members with superior soft skills like communication skills, honesty, flexibility and common sense. The matured, well balanced personality of a person is

exhibited in soft skills, not hard skills. An introverted but good technician is no longer appreciated. Soft skills play a vital role in shaping a person's personality and social competence.

#### IV. WHERE CAN ONE ACQUIRE THE REQUIRED SKILLS?

Acquiring communication skills can be done by enrolling for formal training or self-training. E-learning has become quite popular. A pleasant way of self-training is with social networking with the purpose in mind to enhance our skills. Communication skills can be practiced while chatting, listening, discussing and reading.

Body language can say much more than your words. Whether you are listening or speaking, looking into the eyes of the person with whom you are conversing. Animating your voice can avoid monotony in communication. If the pitch of your voice doesn't raise and fall, an interesting lecture would also appear monotonous. As a professional in today's global business world, it is compulsory that you are fluent in both written and oral communication. It is also necessary to build interpersonal relationships, giving presentations for debating viewpoints efficiently. You need to master the communication skill for both over-the-phones as well as in-person interactions.

To master your pronunciation skills watch news shows on channels like BBC & CNN. Sing English songs out aloud. Read out the newspaper in your mirror by pretending to be a newscaster. Focusing on elongated vowels will help you slow down your speech. Making an effort to speak to friends and family in English can help considerably. Listen to the correct pronunciation on-line and try using those words as many times as possible will ensure that the word is recorded in your memory. Read well appreciated articles, newspapers, magazines and books, if you are fond of reading.

#### V. CONCLUSION

Employers recruit motivated and outstanding individuals who are full of enthusiasm, have values, have the courage to lead, skills, strong conceptual and analytical abilities and individuals passionate about learning.

Good soft skills are prime requirement of job seekers. It's how you present yourself in front of employers and customers. Communication skills top the soft skills and will always be the major parameter for promotions and success.

Improving communication skills can be done by developing reading habit, discussions among friends and family in English, chat sessions, social networking and presentations.

Soft skills develop and shape one's personality and guide him/her to win-win situation.

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