

SOFT SKILLS IN THE AGE OF DIGITIZATION

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The new age of digitization has had profound impact on the skills and abilities of the employees. The emergence of Industry 4.0, the rise of artificial intelligence is changing the workforce itself. A lot of jobs have been atomized and replaced by robots and the employees are worrying a lot about the prospect of their future jobs. The high pace of technological development highlighted demands for new soft, interpersonal skills. Soft skills have become the new demand in the digital age as technology changes the way of work. Thus, the employers are searching for the employees with both specific hard skills and soft skills. Taking into account the reports of HR companies and Head Hunters, they say that there is a large selection of hard skills professionals on the market. However, usually they choose among those who own more well developed soft skills. Companies believe that employees who possess these skills can not only deliver better results, but also help to create a comfortable working atmosphere. That is why 85% of training programs and courses online and offline today are focused on the development of soft skills.

Hard skills are certain knowledge that can be easily defined and evaluated. For IT specialist for example computer programming is essential. Thus being able to interact with the other team members is important in any job. It means that soft skills are important to reach success for almost all employees, which make them adaptable employees. Soft skills are interpersonal skills that are more difficult to evaluate and are connected mostly with the emotions still they are twice important as technical and cognitive ability. They include: creativity, communication, team-work, emotional intelligence, decision making, critical thinking, problem-solving and conflict resolution.

In the modern world even if you have solid hard skills, employers pay more attention to soft skills as they help to succeed more both for the employee and for the company. Communication always tops the list of more desired soft skills. Face-to-face interaction, verbal and non-verbal communication is vital to achieve success.

Employers are also looking for the specialists who are constantly looking toward the future, who are able to solve unique solutions. As far as they face unexpected changes, the skill of being flexible is also essential to be ready to

unexpected changes. Similarly, people must be open to suggestions and feedback.

No matter what position you take, negotiation skills are very important. Being able to come to an agreement is essential when communicating with suppliers, customers, vendors as well as in everyday life. To reach a consensus while selling the ideas is a great soft skill.

Even if the employees are not going to become the managers of the company eventually they will be asked to manage a project of a team. Thus, strong leadership skills and ability to delegate tasks are also very important.

Emotional intelligence is the type of social intelligence that uses the ability to monitor one's own emotions and those of others in order to differentiate them and to use this information to manage their own thinking and acting. This soft skill helps people to faster progress in certain areas, to manage their emotions, to recognize the emotions of others and to build on that interaction, to create positive emotional atmosphere, to be able to identify important information on the background of emotional signals of people, to use emotional energy, to create necessary corporate culture.

Summing it up it must be said that the employees who possess well-developed soft skills, who are motivated and embrace challenges, are crucial for digital transformation success. Hard skills will help to get an interview, but soft skills will help to get and save a job or even start own business. Soft skills are the most important trump card of the modern specialists.