

Business leaders want soft skills

But do graduates know how important they are?

Our clients have been telling us recently that graduates today have excellent technical skills and qualifications but aren't as effective at work because they lack the necessary emotional and social skills.

We asked 450 business leaders and HR directors in China, India and USA what this means for businesses. We then asked 450 recent graduates in the same markets what they thought.

THE RESULTS ARE WORRYING FOR BUSINESSES BECAUSE THERE'S A HUGE DIFFERENCE OF OPINION...

HR DIRECTORS AND BUSINESS LEADERS SAY GRADUATES MUST HAVE SOFT SKILLS

88%

BELIEVE

A TALENT POOL WITH **STRONG PEOPLE SKILLS** WILL BE **ESSENTIAL TO STAY AHEAD** IN THE MARKETPLACE

90%

BELIEVE

EMPLOYEES WITH **STRONG PEOPLE SKILLS** DELIVER A **BETTER COMMERCIAL IMPACT**

92%



BELIEVE PEOPLE SKILLS WILL BE INCREASINGLY IMPORTANT AS **GLOBALIZATION ACCELERATES** AND **ORGANIZATIONAL STRUCTURES CHANGE**



BUSINESS LEADERS



GRADUATES

73%

BELIEVE

THAT **LESS THAN 25%** OF THEIR GRADUATES HAVE THE PEOPLE SKILLS THEY NEED

VS.

69%

"I FEEL CONFIDENT THAT I WILL SUCCEED IN MY ORGANIZATION REGARDLESS OF MY PEOPLE SKILLS."

"WE'VE EMPLOYED GRADUATES WHO LACK THE NECESSARY PEOPLE SKILLS DUE TO A LACK OF CHOICE."

70%

BELIEVE

TECHNICAL SKILLS ARE MORE IMPORTANT THAN PEOPLE SKILLS AT WORK

81%

"BASED ON THE PEOPLE SKILLS OF GRADUATES IN MY BUSINESS, I AM **CONCERNED** FOR THE **FUTURE OF MY BUSINESS.**"



"IN ORDER TO SUCCEED, I JUST NEED TO BE GOOD AT MY JOB"

AND DESPITE SOME HR DIRECTORS AND BUSINESS LEADERS BEING VERY WORRIED...

83%

BELIEVE

THEIR TEAM FACES **INCREASING COMPETITION TO ATTRACT** ENTRY LEVEL GRADUATES WITH **STRONG PEOPLE SKILLS**

85%

BELIEVE

GRADUATES WHO DO NOT DEVELOP PEOPLE SKILLS **CREATE TOXIC TEAM ENVIRONMENTS**

76%



BELIEVE ENTRY-LEVEL PROFESSIONALS AND GRADUATES ARE **NOT PREPARED** FOR THE **WORKING WORLD**

...SOME GRADUATES ARE IN DENIAL

76%

BELIEVE

PEOPLE SKILLS **GET IN THE WAY** OF GETTING THE JOB DONE

48%

BELIEVE

THERE IS **NO VALUE** IN **PANDERING** TO THE FEELINGS OF OTHERS IN THEIR TEAM

...BUT IT'S IN THEIR BEST INTERESTS TO GET THE MESSAGE

85%



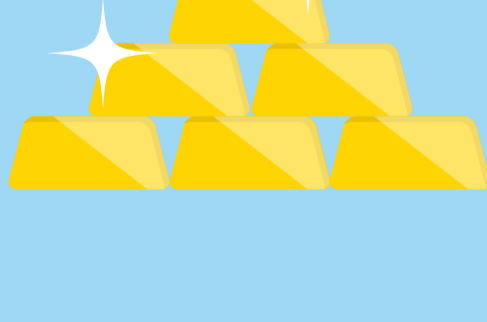
OF BUSINESS LEADERS AND HR DIRECTORS BELIEVE THAT **HARD SKILLS** ARE THE **BASE LEVEL** FOR GRADUATES **SOFT SKILLS ARE THE REAL DIFFERENTIATOR**

91%

BELIEVE THAT EMPLOYEES WITH STRONG PEOPLE SKILLS **ADVANCE FASTER**

88%

BELIEVE THAT THOSE WITH AN APTITUDE FOR PEOPLE SKILLS ARE **WORTH THEIR WEIGHT IN GOLD**



...AND GRADUATES TELL US THEY STRUGGLE AT WORK

53%

HAVE CONSIDERED **LEAVING THEIR JOB** BECAUSE THEY DON'T FIT IN

52%

ARE FRUSTRATED THAT THEY HAVE BEEN **UNABLE TO BUILD RELATIONSHIPS**

HELP YOUR GRADUATES TO FIT IN AND DEVELOP VITAL PEOPLE SKILLS



HOW?

DOWNLOAD OUR LATEST RESEARCH PIECE AND VIEW OUR TOP 10 TIPS:

<http://web.haygroup.com/worth-their-weight-in-gold>