

## WHY YOUR TEAM NEED COMMUNICATION SKILLS HARD DATA

THE NEED FOR SOFT SKILLS - BROADLY	THE NEED FOR COMMUNICATION SKILLS – SPECIFICALLY
<p>According to the <b>Deloitte Access Economics</b> soft skills report 2017:</p> <ul style="list-style-type: none"> <li>63% of jobs will be soft skill intensive by 2030, growing by 2.5x from current levels</li> <li>A survey of over 1,000 Australian managers showed that employees with soft skills are <b>3% more productive and worth almost \$2,000 per person per year</b></li> <li>¼ of employers have difficulty filling entry-level vacancies because applicants lack soft skills</li> </ul>	<p>According to data from <b>Workable</b>, provider of jobs sites technology platforms, comparing 175,000 resumes and 168,000 job listings:</p> <ul style="list-style-type: none"> <li>the 3 most commonly required soft skills for jobs in Australia (data collected from: mining &amp; manufacturing, marketing &amp; communications, creative media and arts, medical and health care) are: communication - 71%; digital skills - 26% and critical thinking - 25%</li> <li>The biggest gap in soft skill is in <b>communication with a 45 percentage point difference between demand (71%) and reported supply (26%)</b></li> </ul>
<p><b>Kane et al</b> 2016 surveyed 3,700 business executives and managers globally and found:</p> <ul style="list-style-type: none"> <li><b>soft skills become increasingly important as roles become more senior</b> and were a stronger determinant for leadership success than technical skills with communication, problem solving and critical thinking topping the skills for success</li> </ul> <p><b>LinkedIn</b> survey 2016:</p> <ul style="list-style-type: none"> <li>69% of HR decision makers in Australia &amp; NZ find it difficult to fill leadership roles. The top reason cited was a lack of soft skills among applicants</li> </ul>	<p><b>Australian Institute of Management</b> survey of 2,000 managers around Australia 2009 found:</p> <ul style="list-style-type: none"> <li>76% confirmed they had a workforce skills gap in their organisation <b>1/3 of whom identified communication and interpersonal skills gap</b></li> </ul>

*See P2 for most commonly cited impact of soft skills shortages*

The **IMPACT** of soft skills shortages as identified by Department of Education & Training, Australian Institute of Management and LinkedIn are:

DET	AIM	LinkedIn
<ul style="list-style-type: none"> <li>• Increased workload for other staff</li> <li>• Difficulty in meeting quality standards</li> <li>• Loss of business or orders to competitors</li> <li>• Delays in developing new products or services</li> <li>• Withdrawal of certain products or services</li> </ul>	<ul style="list-style-type: none"> <li>• More stress on employees</li> <li>• Lower staff morale</li> <li>• Losing some high performing employees</li> <li>• Reduction in customer service standards</li> <li>• Impact on profits/performance goals</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of employee engagement/morale</li> <li>• Decline in innovation</li> <li>• Decline in collaboration</li> <li>• Inability to meet current clients' needs</li> <li>• Increased in employee turnover</li> </ul>