



DO SOFT SKILLS MATTER?

Nowadays we hear that soft skills are important to get better job, to become more successful. But what do we know about soft skills? Are those skills really so important? We decided to ask this question to several well-known entrepreneurs and opinion leaders from Latvia, Lithuania, Austria, Italy, Poland and the Netherlands. What do they think about soft skills?

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Soft skills development and practice should be a priority for everybody if we all want to move into the future with confidence.

As a matter of fact, if we don't understand people we don't understand business. Everything we do, we do it for people, with people and to people. Our customers, our colleagues, our employees, our stakeholders our suppliers and our competitors are all people. Understanding how to relate and how to build trust with them effectively is paramount for both the business and the personal objectives and goals. With these assumptions soft skills development should be a consistent part of everybody's agenda.

The quality of our life depends on the quality of our relationships. If we are able to create team spirit, to engage people into new conversations, to empower them for what they can contribute to, we all can work out new solutions for new problems, and develop a common vision on a new and – hopefully – better world.

Equally important is the contribution of soft skills to building up tomorrow's leaders as authentic leaders, that is key talented people who know who they are, know what they believe in, what creates value and act on these values and beliefs in an open and honest manner. They share information, and encourage communication, thus creating a positive energizing effect that can improve an organisation's performance.

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