



ECO-MEDIA

Lesson 1

Soft Skills, Personal SWOT Analysis

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Introduction

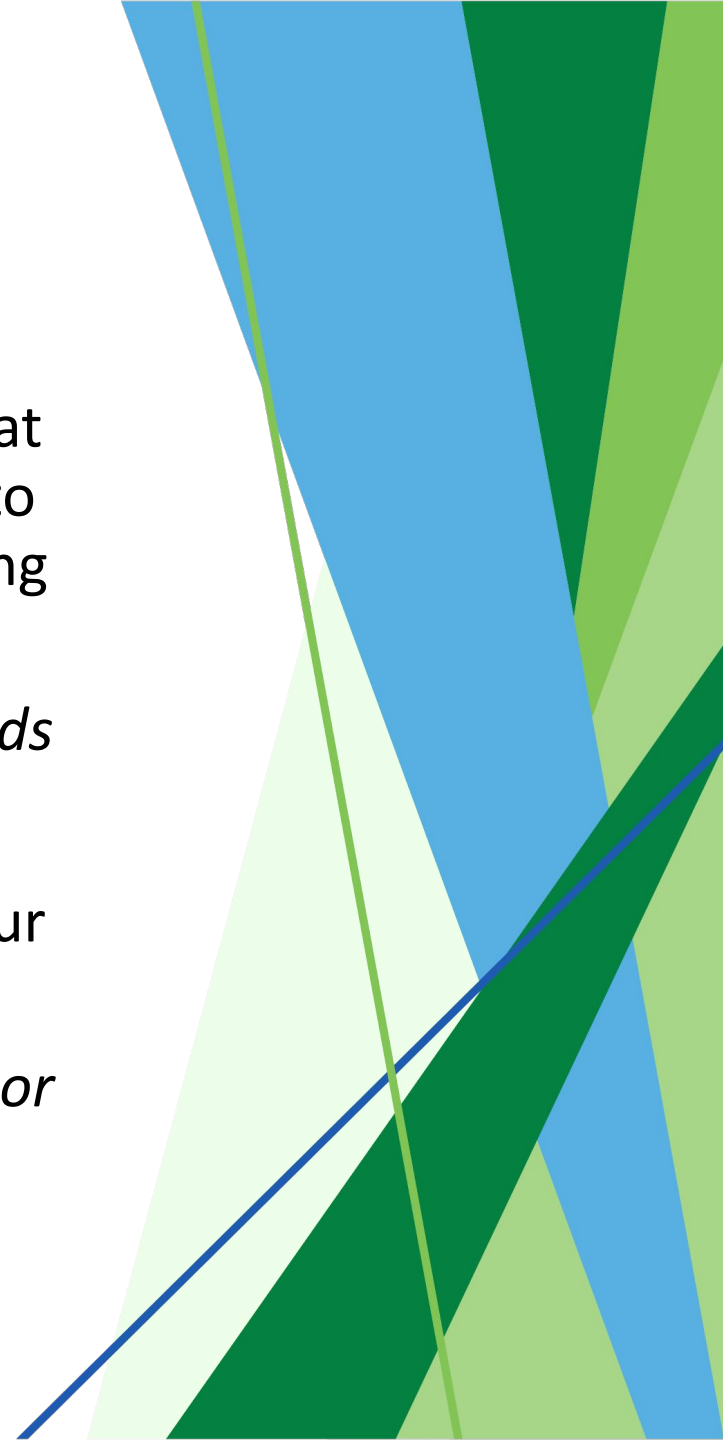


“Unfortunately, some people believe that soft skills aren’t that important. However, almost every employer I’ve ever talked to about this disagrees. In a world where job roles are changing rapidly, soft skills will be one of the few constants [...]”.

Chris Jones, Chief Executive at City & Guilds

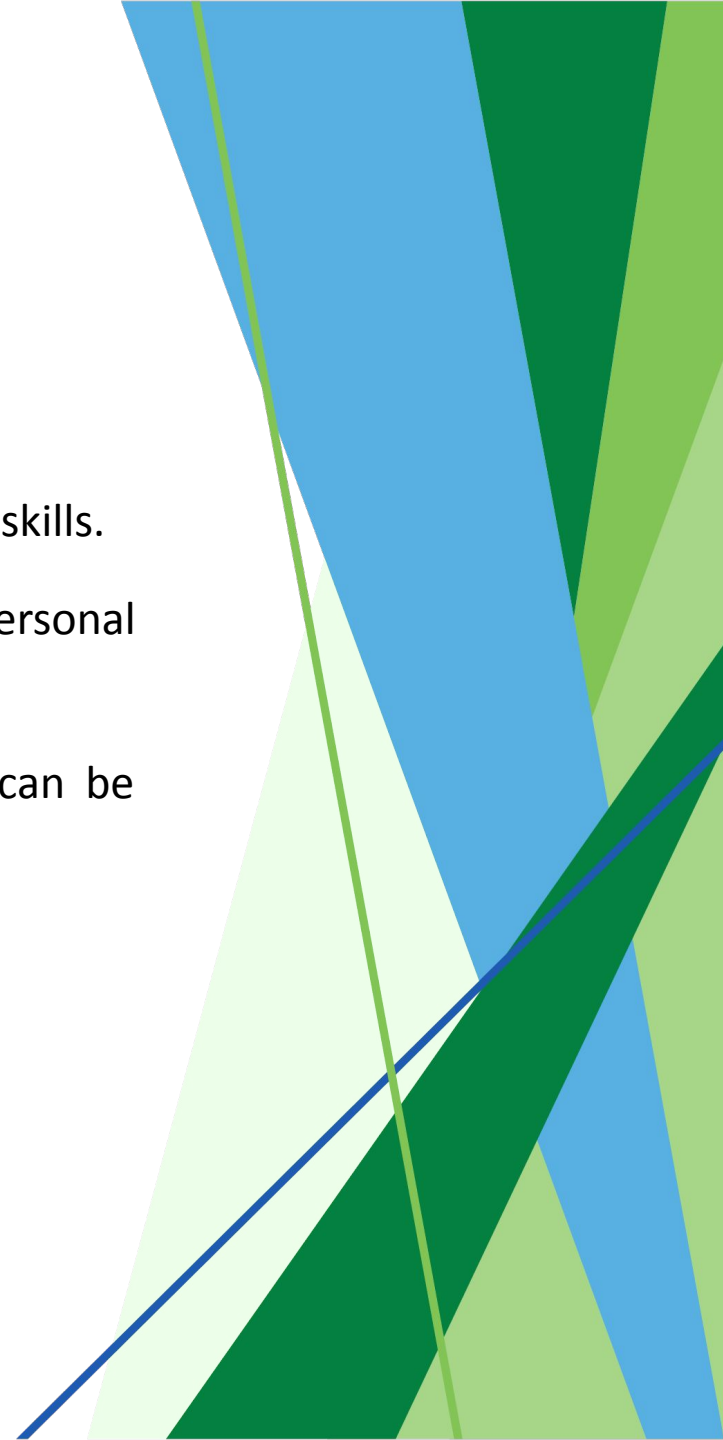
“Soft skills get little respect, but they will make or break your career”

Peggy Klaus, author



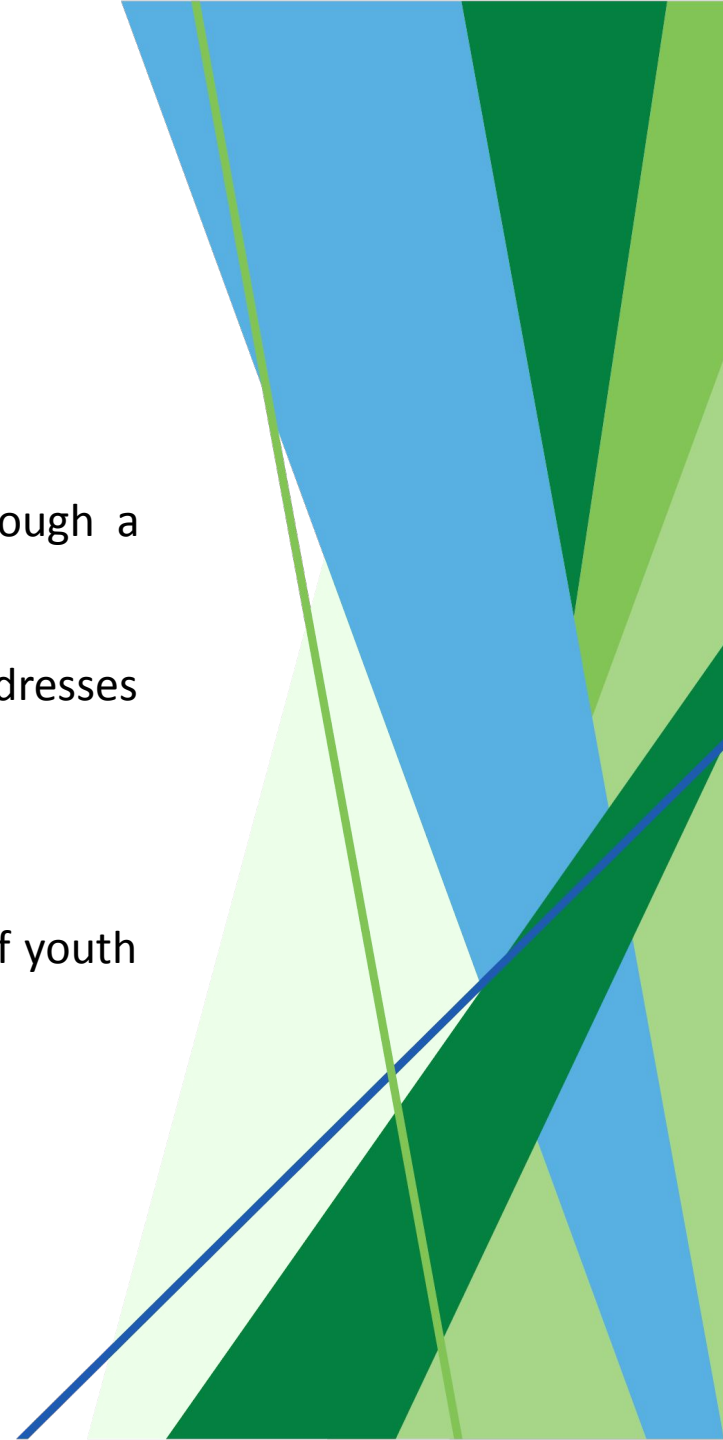
Objectives of the lesson

- To introduce the concept of soft skills and their importance.
- To provide practical strategies and techniques for developing and enhancing soft skills.
- To help participants conduct a personal SWOT analysis and develop a personal development plan.
- To provide examples and case studies of how soft skills and SWOT analysis can be applied in youth work.
- To promote a culture of continuous learning and improvement.



Learning outcomes

- Understand the importance of soft skills.
- Identify their personal strengths, weaknesses, opportunities, and threats through a SWOT analysis.
- Develop a personal development plan that capitalizes on strengths and addresses weaknesses.
- Apply soft skills and SWOT analysis in the context of youth work.
- Evaluate their personal and professional growth and development in the field of youth work.



Targeted skills

- Communication skills
- Leadership skills
- Problem-solving skills
- Time management skills
- Adaptability skills
- Critical thinking skills
- Self-reflection and evaluation skills
- Planning and goal-setting skills



Soft Skills

*"Soft skills get little respect, but they will make or break
your career"*
Peggy Klaus



Soft skills



Is a synonym for '**people skills**' and '**life skills**'.



Refers to a set of **personal attributes**.



Enable an individual to interact effectively and harmoniously with others.



Soft skills are not typically taught but can be developed through various activities such as experiential learning, volunteering, and work experience.

Importance of Soft Skills

others, including
colleagues, clients,
and customers.

skills are highly valued
by employers.

growth and
development.

leadership and
management.

inclusive and diverse
workplace or
community.

important elements
of qualification.



What are the most important Soft Skills?

- Communication skills
- Teamwork
- Leadership
- Adaptability
- Problem-solving
- Decision-making
- Emotional intelligence
- Creativity
- Time management and ability to work under pressure
- Empathy



Hard Skills

Technical or job-specific skills gained through formal education, training, or on-the-job experience.

Nobody is born with hard skills.

Examples of hard skills:

- Technical skills
- Programming
- Accounting
- Marketing
- Data analysis
- Graphic design

Hard skills are measurable and can be evaluated through performance or testing.

Examples of hard skills

- Programming languages (e.g., Python, Java, C++)
- Data analysis tools (e.g., Excel, SPSS, SAS)
- Graphic design software (e.g., Adobe Photoshop, Illustrator)
- Digital marketing tools (e.g., Google Analytics, AdWords)
- Accounting and finance software (e.g., QuickBooks, SAP)
- Project management tools (e.g., Asana, Trello, AdminProject)
- Foreign language proficiency (e.g., Spanish, French)
- Medical skills (e.g., surgical procedures, patient care)
- Web development (e.g., HTML, CSS, JavaScript)
- User interface design (e.g., UX Designer, Web Developer, UI Designer)
- Teaching (e.g., lesson planning, classroom management)



Soft Skills Vs Hard Skills



Soft Skills

Soft skills refer to a set of interpersonal skills, personal attributes, and communication abilities

Soft skills can be developed and refined throughout a person's lifetime



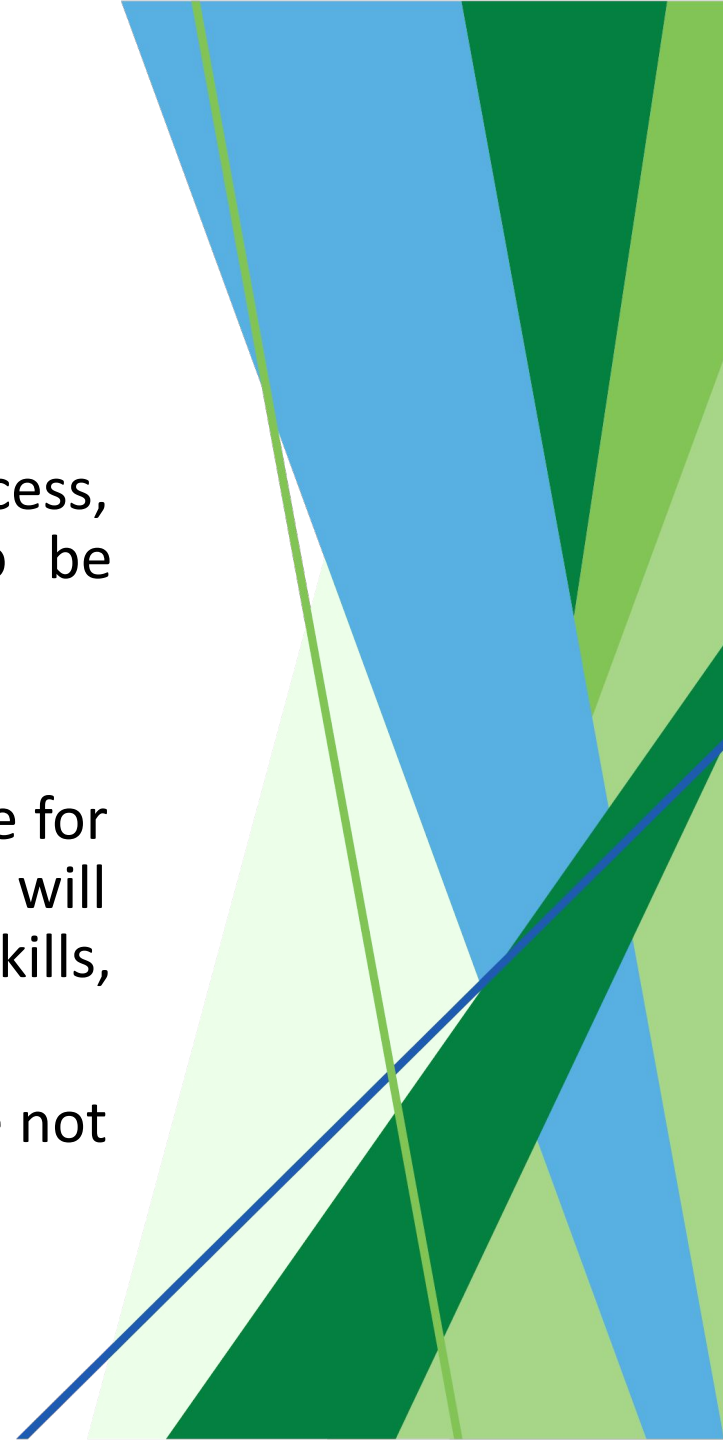
Hard Skills

Hard skills are technical, specific, and measurable skills

Gained through education or specific training

Soft Skills Vs Hard Skills: which is the most important?

- Both skills are important for personal and professional success, and individuals need to cultivate a balance of both to be successful in their careers.
- Soft and hard skills complement each other.
- Hard skills are important and can make you a strong candidate for a job, but they are not always sufficient to guarantee that you will be hired. Employers also consider other factors, such as soft skills, experience, etc.
- The same goes for soft skills. They are necessary, but they are not enough.



SWOT Analysis



What is SWOT Analysis?

Business planning to assess
current conditions and
develop future strategies.

or organization's Strengths,
Weaknesses, Opportunities,
and Threats.

Business planning to assess
current conditions and
develop future strategies.

organization to assess their
current situation and develop
strategies for future success.



SWOT Analysis

Strengths: These are internal characteristics or resources that provide an advantage or leverage in achieving personal or organizational goals. Examples of strengths include specific skills, experience, education, or other internal resources.

Weaknesses: These are internal characteristics or resources that can hinder or limit progress towards achieving personal or organizational goals. Examples of weaknesses include lack of specific skills or experience, negative habits or traits.

Opportunities: These are external factors or circumstances that can provide new or favorable conditions for personal or organizational growth or success. Examples of opportunities include changes in technology, market conditions, or external partnerships.

Threats: These are external factors or circumstances that can pose challenges or risks to personal or organizational growth or success. Examples of threats include economic downturns, increased competition, or changes in government policies.

Aims of SWOT analysis

Understand and evaluate your own strengths, weaknesses, opportunities, and threats.


Make better decisions about your personal life and career development.

Identify areas for personal growth and improvement.

Develop a better understanding of yourself and your personal situation.

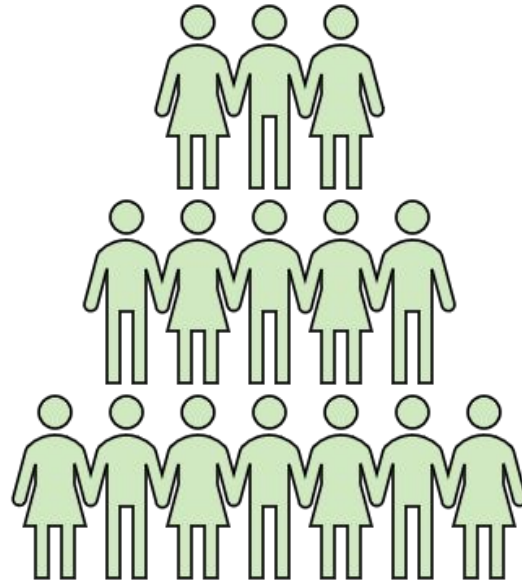
Identify and evaluate internal and external factors that impact your ability to achieve your objectives or goals.

Provide a structured framework for evaluating and improving your performance.

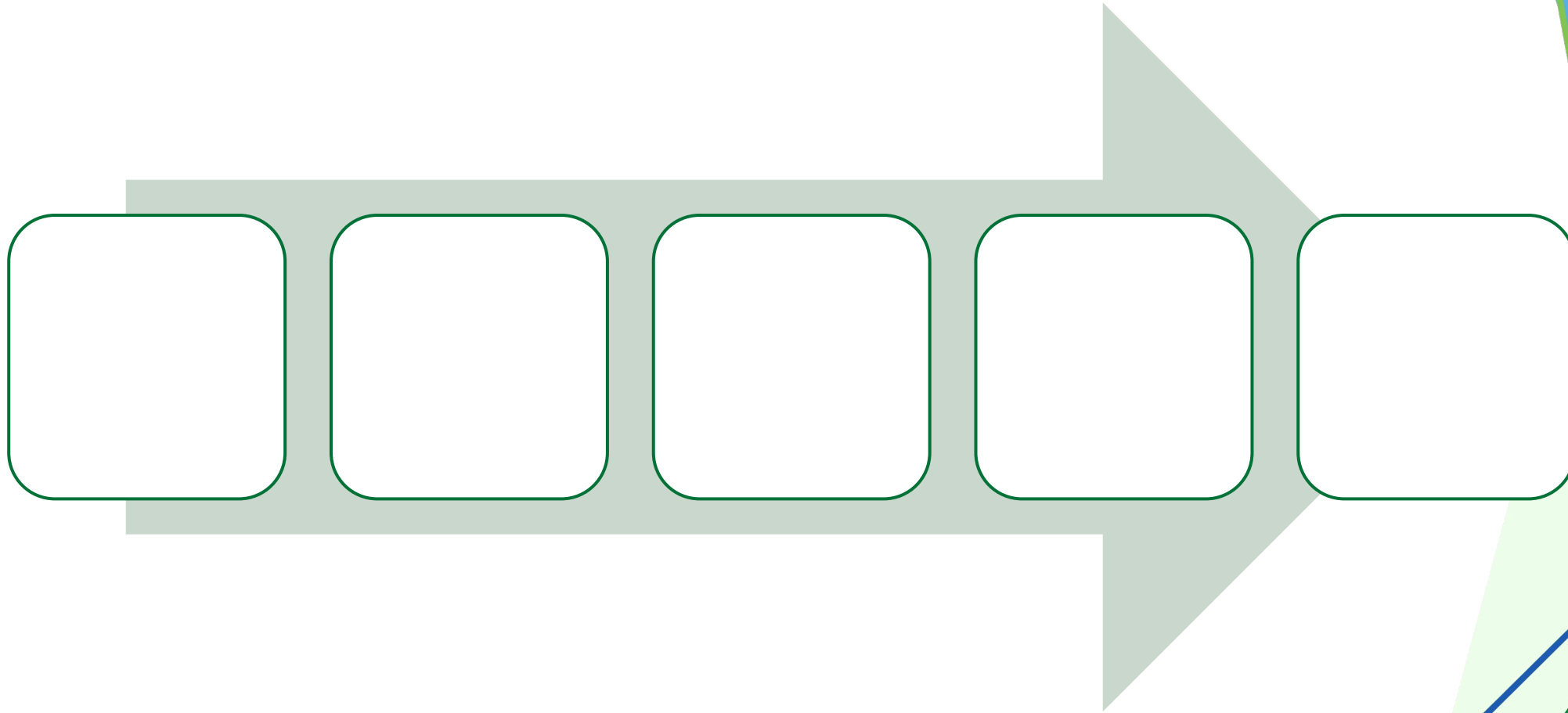


Who needs SWOT analysis?

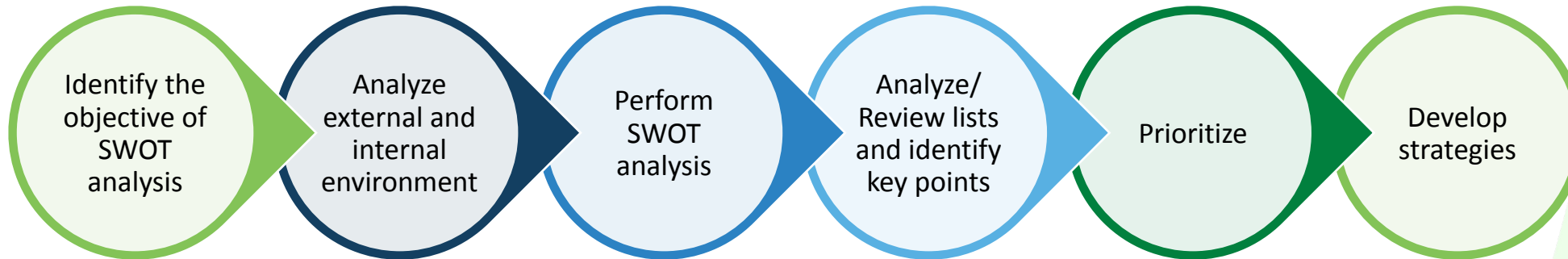
- SWOT analysis can be useful for **anyone** who wants to gain a better understanding of their current situation and make informed decisions about future strategies.
- It can be used by individuals, entrepreneurs, businesses, organizations, etc.



Benefits of SWOT analysis



How to conduct SWOT analysis?



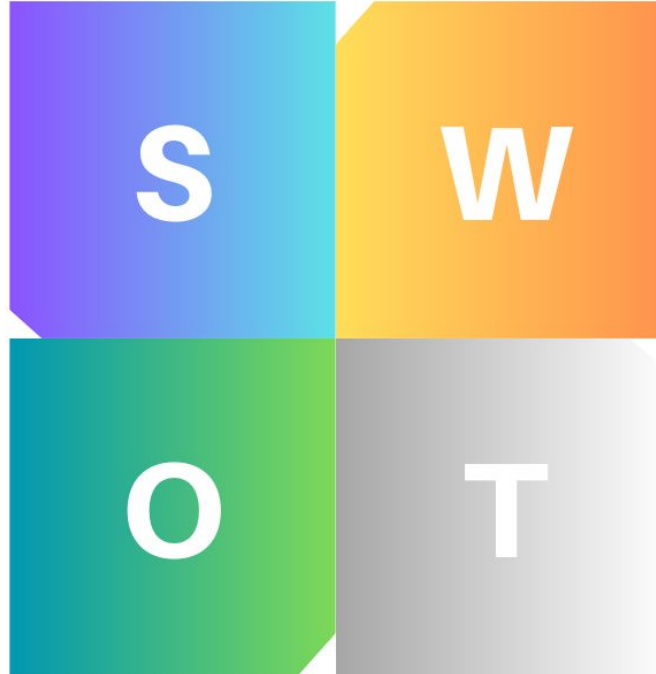
- Make a list of strengths
- Make a list of weaknesses
- Make a list of opportunities
- Make a list of threats

STRENGTHS

What do you do best?
What are your strongest skills and abilities?
What advantages do you have (education, skills, networks, etc.)?
What is your greatest achievement?
What feedback have I received from others about my strengths?

OPPORTUNITIES

How can you turn your strengths into opportunities?
How can you turn your weaknesses into opportunities?
What new skills or knowledge can you acquire?
What new personal or professional goals can you set?



WEAKNESSES

What areas do you need to improve to reach your goals?
What disadvantages do you have?
What skills or knowledge do you lack?
What are your negative habits or traits?
What tasks or activities do you struggle with?

THREATS

What obstacles do you face?
Could any of your weaknesses prevent you from succeeding?
Do any of your strengths hold you back?
What changes in technology or innovation may make my skills or knowledge obsolete?

Tips, Do's and Don'ts of SWOT analysis

Tips

- Reflect on your strengths, weaknesses, opportunities, and threats.
- Be honest and realistic in your analysis.
- Consider seeking feedback from others.
- Keep your personal and professional goals in mind.
- Use the results of your analysis to create an action plan.

Do's

- Identify and prioritize your strengths and opportunities.
- Be honest with yourself.
- Look for ways to turn your weaknesses into strengths.
- Identify potential threats and develop strategies to mitigate them.
- Think out of the box.
- Be open to change.

Don'ts

- Ignore your weaknesses or threats.
- Focus only on weaknesses and threats; it is important to also acknowledge your strengths and opportunities.
- Be too critical of yourself when identifying weaknesses or threats.
- Rush through the analysis; take your time.



Let's exercise!



Strengths

Weaknesses

S

W

Threats

Opportunities

T

O



Conclusions



Conclusions

- Both soft and hard skills are important for personal and professional success.
- Soft skills are personal attributes.
- Soft skills are important in building relationships, communication, teamwork, and leadership.
- Hard skills refer to technical abilities.
- Hard skills are necessary to perform job-specific tasks.
- It is important to continually develop both skills throughout your life.



Conclusions

- SWOT analysis is a **strategic planning tool** to help you identify your strengths, weaknesses, opportunities, and threats.
- SWOT analysis can help you make **informed decisions** and create **effective strategies**.
- Keep your SWOT **short and simple**.
- Get **multiple perspectives**.
- **Prioritize** results.
- Based on results create an **action plan**.
- **Continuous review** and **updates** of the SWOT analysis are important.



References and additional resources



References

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- Dixon, J., Belnap, C., Albrecht, C., & Lee, K. (2010). The importance of soft skills. *Corporate finance review*, 14(6), 35.
- Khlystov, Y. (2023). Hard Skills vs. Soft Skills: Which are More Important for the Workplace? Available at: <https://jobsandcareer.tips/hard-skills-vs-soft-skills/>
- Lyu, W., & Liu, J. (2021). Soft skills, hard skills: What matters most? Evidence from job postings. *Applied Energy*, 300, 117307.

Additional resources

- Hard Skills vs Soft Skills. Available at:
<https://www.youtube.com/watch?v=0FFLFCB9xfQ>
- What Are Soft Skills? Available at:
<https://www.youtube.com/watch?v=Tiy2LONr050>
- Hard Skill vs Soft Skills. Available at:
<https://www.youtube.com/watch?v=dJYWwl8EmKY>
- What Are Soft Skills? Top 8. Available at:
<https://www.youtube.com/watch?v=hZSARM4VaVs>
- What are Hard skills. Available at:
<https://www.youtube.com/watch?v=7ZYcVUIXVas>
- SWOT Analysis - What is SWOT? Definition, Examples and How to Do a SWOT Analysis. Available at:
<https://www.youtube.com/watch?v=JXXHqM6RzZQ>

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