

Soft Skills in Demand

for 2020 Career Readiness

by Pattie Gibson, Ed.D.

"The Skills Gap is *real* in today's customer-oriented workplace. While technical or hard skills will vary by job description and industry, there are some *universal* soft skills that everyone needs to do well in order to succeed in their careers—be they in STEM (Science Technology Engineering and Math) or non-technical occupations."



DR. PATTIE GIBSON

Author of seven textbooks including *The World of Customer Service*, *Administrative Office Management*, and *Office Skills*

In addition to teaching computers, business, and management courses to university, community college, and high school students in Colorado, Arizona and Germany, Dr. Gibson was Dean of Instruction at Coconino Community College in Flagstaff and later a tenured Professor at Northern Arizona University.

Her business experience has progressed from student secretary while in college to trainer and manager for IBM® to sales representative for both IBM® and Papermate/Gillette® Corporations. She continues to teach and operate a successful computer and customer service training and consulting business in Colorado, where she resides.

BOOK CONTENT

1. *Customer Service Soft Skills*
 - The Customer Experience, The Importance of Serving Customers Well, Emotional Intelligence
2. *Communication Soft Skills*
 - Verbal Communication, Active Listening, Nonverbal Communication, Written Communication
3. *Organizational & Leadership Soft Skills*
 - Project Management, Creative Critical Thinking, Relationship Building, The Work Ethic
4. *Interpersonal Soft Skills*
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