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Tue, 7/27 3:52PM 37:35

SUMMARY KEYWORDS

softer skills, culture, communicate, self awareness, people, succeed, book, negotiation, corporate culture, workplace, important, negotiate, blind spots, person, uniqueness, corporate world, success, communication, recruiter, interview



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Hi, graduates, you made it you successfully finished your school work, congratulations. Now the question is what's next? Today I'm going to give you three tips are going to help you find your first job and continually succeed in the corporate world. My presentation gonna be based on my book, The theme of my presentation today is you need softer skills. Forget everything you learned in college. Yes, in college, you got a lot of technical skills and know how they're very important. They're going to help you put your feet into the workplace get in there. But to succeed in the corporate world, you need to have certain sorts of skills, and abilities, and are going to take some content, some statistics and some tools from my book entitled, softer skills that make or break, use access to all softer skills, to master yourself, get along with and lead others successfully. Now, in the book, there are 12 soft skills. And the book is divided into three softer skills to master solve, to get along and lead others successfully. As you can see, there are 12, softer skills, but we don't have time to talk about all of them. That's why I chose three softer skills. For the first part, increasing your self awareness, knowing yourself better. And from the second part communication, communicating effectively, this is about communicating like a pool. And the third part, negotiating with others for Win Win deals are going to go one by one, I'm going to give you some insights, some examples, and so on. And I hope you're gonna get a lot of things that are going to help you to take your softer skills to the next level. Here is an outline. The first one I'm going to talk to you about the importance of soft skills. And then I'll give you three tips. Again, how you to get your first job and continually succeed in the corporate world. Well, why softer skills are important, I know that you have prepared yourself, you've been empowered to do certain jobs in certain industries. That's great, you need them. But in my book, I shared a very powerful statistics. The lion's share for success comes from softer skills. 85% success comes from softer skills than know how or technical

abilities can you imagine. Only 15% success comes from know how and your ability to do certain technical things. another statistic that surprised me, the first class was 46% of first hires get fired within the first 18 months out of the 46% 89% of them were fired, because of lack of attitude and softer skills. Only 11% of them were fired, because of lack of technical ability. Can you imagine that? Like 89% of those were fired? They were fired because of lack of soft skills. Now, many people think that employees they quit on the company. No. I found out that people quit. A million people were interviewed. And they said they were asked, why did you choose quit? And they said that we quit on our managers and supervisors not on the company. This tells you that this statistics tells you that for you to get your first job to succeed continually in the workplace.



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Become a supervisor, manager, executive, and so on and so forth. You need to have certain softer skills. Now. Let's talk about the first of the skill that I'm going to share with you today. It's about knowing yourself very well. I like this quotation by if an ancient philosopher called lad to he said that knowing others his intelligence, knowing yourself is true wisdom. mastering others is strength. Mastering yourself is true power. Now, your success in getting along with others, leading others is dependent on your personal mastery. Many people neglect that the schools, they don't teach about that. But if you want to have wisdom, if you want to have true power, First, you need to know yourself and have personal mastery are going to help you a lot in the workplace. Here is another quotation from Billie Jean, you know her she is a tennis champion, she won a lot of championships. And also she was awarded the Medal of Freedom from President Barack Obama in 2009. She said, self awareness is probably the most important thing towards being a champion. Now you want to be a champion in the workplace in the marketplace, you want to be a champion in your profession, while self awareness is the most important, softer skill that you need to develop. I want you we don't have time to have you know this in detail. But I want you to have a mental picture. Okay, I want you to picture someone that you consider this person is a highly self aware person, this person could be your family member, or your teacher or your parent, or could it be from history, or from sports, or politics and so on, I want you to think about someone who is highly self aware, write down the name of that person? Okay? What are the characteristics that empower that person to become self aware? Write them down. If you couldn't be able to finish this exercise right now. I want you to take it like a homework. But in your mental picture, I want you to think that person, the characteristic that helped that person to become a highly self aware person, and then make our audit. Okay, which of these characteristics Do you already have? which ones you don't have? We need to know that, okay, both both of those things like what you have and what you don't have, because that's going to help you to have a clear self awareness about where you are compared to your role model compared

to your hero or heroine. And what are your plans, you want to take more assessments to know by yourself coaching, mentoring introspecting, and so on, because now you know what, you have to have a high self awareness and what you need to develop, I want you also to have this measurement, I want you to doubt yourself from one to 10 where do you find yourself? Okay, one being Hey, I don't know about myself. I only know my name, maybe, you know, my profession or a couple of things, but I don't know a lot about myself. 10 being I know myself in and out my uniqueness, my strengths, my limitations, and I have come to know my blind spots. That's 10. So from one to 10, where are you? Are you scoring 5/8 wherever you are soaking, okay? We all are on that spectrum. The challenge is how can we take ourselves to the next level. Now I want to give you some tips to help you develop your self awareness so that you could be able to succeed at home in the workplace. And in the marketplace. Stephen Covey. In his book, The A's habits, he suggested that there are four dimensions of self as you can see body, mind, heart and spirit. The challenges you know many of us we are about our physical self. I mean, myself, I had some blind spots when it came to my even physical self awareness. Many people have blind spots when it comes to their physical



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self awareness. You can't imagine how hard it is to have awareness about the kind of faults that we exercise in our mind, why we exercise certain thoughts because whatever is dominant in our mind, that's going to dictate our life, our success in the workplace, your ability to get a good job and be able to succeed in that environment, our heart level passion in our spirit in terms of our values and so on. So we need to have awareness at all levels. Now. Here is the key. Okay, you know, AZ you are encouraging me to have self awareness But why? This is a very important question. When I knew the benefits of increasing my self awareness. Hey, I was in to it, I invested in myself, I gave my time, my energy to have my self awareness. And it helped me to know other people, my environment, and so on and so forth. It helped me to get along with others, and succeed in what I do today. Now, when you know yourself, you know your uniqueness. When you know yourself and you and your uniqueness, you don't go out to find a job for which you don't have passion, you know, where you have the competitive and the competitive advantage to succeed. So, in which industry in which company, you want to have a future, you could be able to tell from your uniqueness that gives you the advantage compared to other people. So, once you know yourself, who you are, what's your passion, you choose the right path for your career. So that should begin today, that should begin now. You want to start? Where are you going to flourish? Think about President Obama, when he graduated, many of his peers, they chose to go to the corporate world. Since he knew his passion. He decided, Okay, I may get a lot of money here. But I prefer to be no paid less,

less benefits, and be a community organizer, you know, where he ended up because he knew his his uniqueness. He knew his passion, and he followed his passion. You too, when you are self awareness, you know, your passion, and then also your strength? What are the areas where you are successful, people are already telling you, you good in this, oh, you do this thing. Without any sweat. You need to know those things. And also your limitations. I mean, I remember I was like, when I graduated, I was thinking, Okay, what are my limitations, I couldn't be able to be a champion in sports or in art, and so on. So I didn't choose that. You need to know your limitations. Because you don't want to compete in the areas where you don't have any leverage any advantage. The same way we need to continually uncover our blind spots. So the more we are self aware, the more we know, our blind spots, the more we know, our blind spots, the more we become successful. Now let's talk about my second tip, which is about how to communicate like it. Yes, you know, you're so quick. Yes, you know, your uniqueness, strength limitations, and you have personal mastery, believe me, many people stumble, they couldn't be able to succeed in the corporate world, or in the business world, because they lack self awareness. Because of that. They destroyed relationships, they couldn't be able to get along with others, they become irritants to other people's life in the workplace. They couldn't be able to really tap into their potential and avoid some stumbling blocks because they don't know they're. Now once you know yourself, however, you need to know how to communicate. I like this quotation from one of my favorite motivational speaker, Les Brown, Les Brown, he said that effective communication is the number one tool to succeed in any endeavor. Communication determines whether people vote for you, write you a check, investing in what you do, and buy your services and products. Now, as you go out, to seek your job. first job as you go out, to find your business, establish your business and so on. People really give you opportunities. If you have the ability to communicate effectively doesn't matter, your ideas, your great proposals, your great resume, should you be able to communicate effectively. This really is key for your success, your number one tool to succeed in any endeavor. Now, I want you to have this mental exercise again, I want you to think about an extraordinary deanery communicate, this was a query from history. Or it's going to be one of you parents or family member or your teacher coach or someone in sports in politics. Who is that person?



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What are the three characteristics that made that person a great communicator? Which ones do you have? which ones you don't have? And what are your plans to to acquire those characteristics your hair or your hair or in hair has, which you don't need to work on. I remember working on my communication going to Toastmasters. Joining some associations working on my accent as you can tell, I'm not originally from the United States. I came to the United States 2005 and my my accent was so thick, you couldn't be

able to understand me. Now I have worked in this field I need to work on to acquire the American accent. I'm a trainer, workshop facilitator speaker, I'm still working on my accent because communication is key. I mean, I, I like where I am, in my culture, my roots, but at the same time I need to communicate with my clients. Likewise, you probably may not be accent, but what are some of the key characteristics that you need to develop to be an effective communicator that makes or breaks you success in getting your first job? continuing to climb the corporate ladder, but when we talk about communication, some people think it's about verbal communication, or am an or other Oh, I get to communicate, no, this is a cup of tea for me know when we talk about communication. The lion's share is the nonverbal communication. There is research that was done in the past, your credibility, your likability, when you sit in front of your recruiter or when you present your project, to your investors, your partners and so on. 58% of your likability, your credibility comes from the visual, what people see 35% from your voice 7% your content. Now many people spend a lot of time on their content, finding statistics, finding facts and so on. Yes, they are important, but your credibility, your likability comes mainly from your visual, how you look when you appear. So for interview, when you present your proposal and so on. Your dress, like how do you dress, you have to dress according to the the occasion when I go out to provide trainings, workshops and coaching and mentoring, always I asked my contact person, what is the dressing code, sometimes they tell me business sometimes casual a They come in a casual casual. I go they're casual casual, but I need to know the right code. When you go for your interview, research, go to their website, ask the person who gave you the opportunity to to come in be interviewed, and also body language and movement, whether they're conscious or not, by the way, they're watching whether your verbal communication what you say is aligned with your body language. If they see any inconsistency, they don't trust you. Your gesture in also your eye contact let me dive into some of the things I mentioned. Amy Cuddy, she had a powerful YouTube TED talk that she made. She's a professor from Harvard University, she gave this presentation as you can see, at the top, you have high power gestures. You see confidence there. At the bottom, you see low power, when you go for your interview, make sure that you have high power, body language. They're watching you whether they're conscious or unconscious. Even if you have a wonderful resume, your body language tells them whether you are the right fit to the workplace, whether you have confidence, you may have confidence. But if you're not watching your body language, you may present at the bottom you see the low power, you may appear like that. And that sends a wrong wrong message to the recruiter. Your gestures also should not be like everywhere, you need to have purposeful gestures and calculated movements when you especially when you stand in to speak.



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Another thing you pay to pay attention especially if you're an immigrant, I know eye contact is that it is not encouraged in from the culture where I came from. to show respect. We don't make eye contact to somebody who's older than us or somebody who's in the opposite sex. So but in the United States, making eye contact is key that shows them that you are engaged your confidence. So make sure that you make eye contact with a recruiter. Otherwise they may, consciously or unconsciously decide that you're not engaging, you're not honest, you're not professional. So make sure that you communicate using your voice is also very, very important. 35% so your voice should be high. telling them that you are confident in the pitch and the tone and vocal variety. If you're talking about something that's sad, you need to show in your voice that you are sad about that. If you're excited and happy and you know you have to use a vocal tone which is high. So we need also to communicate through Our voice if your voice is very low, the pitch is very high and so on or monotone is the vocal variety, it may not really communicate well to your recruiter. Another thing to pay attention to, as you communicate, is your content but it has only 7% even if that 7% you need to come up with some facts and so on as you communicate if you're going out for interview, make sure that you know some statistics about the organization and also about your profession some facts and some quotes from



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some authority and also if you're working in a multicultural atmosphere, you need to have cross cultural communication ability that key in the 21st century by the way, your ability to succeed the terms based on your cultural intelligence, yes, you need to have IQ Yes, you need to have emotional intelligence, social intelligence, you have social intelligence in your own native culture, because you know the expectations the taboos and so on, but when you work with people from other cultures, you need to know their expectations, their the taboos and so on and so forth that required to increase your cross cultural communication ability, your cultural intelligence, it's very hard to really actually understand all the cultures in the world how many cultures Do we have 100, maybe 1000s. But there are two major cultures in the wallet, individual based cultures like in the United States, Canada, Australia and in Europe and so on in communal cultures like Africa, Asia, South America and so on athletes, I need to know the major difference between the two major cultures and Edward Hall, he came up with three indicators to help us understand the two major cultures time you know time is well organized in individual based cultures time is not that much well organized and camino cultures space space, which means our boundaries are important when we live in individual based cultures, boundaries is not that much important in communal conscience, when it comes to context where I want to focus today in terms of communication is about how you communicate. Now, when you are in

community, by the way, when I say camino cultures, individual culture, there are some cultures. So I cannot generalize this is just for the sake of discussion and also individual exceptions. So people, most people in camino cultures, they tend to communicate implicitly, non verbally, and they are inward looking, most of the time, people, most people in individual based culture, mostly they are outward looking, they communicate explicitly and verbally. Now, I don't have time to go in detail, go to the book and read more about how to communicate effectively when you are working in diverse cultures, when you work in an organization where diversity is very important, because your cultural intelligence is very important. So that you could be able to communicate without committing deadly cultural sin. If you don't know about the difference between cultures, then you may say something that's okay in your culture, but that may not be okay. in another country, you may say something, or you may behave, you may communicate, you may act in certain ways that helps you in your native culture, that that may sabotage you in the new culture. So, that's very important to know. Another thing to pay attention to is listening. Communication is not just talking, it's listening. So, why listening is important? Because communication is a two way so we need to also listen we need to communicate and at the same time, listen, it's very hard because partly because of we think what we're going to say next or our mental



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capacity, we process up to 250 words, when we speak but 800 words when we listen. So, there is a gap. And the science behind why we have difficulties to listen is our brain has capacity, and that excessive brain capacity prevents us to be attentive, we use the gap to think something else, but we need to find ways to help and there are three levels of listening I discussed about them in the book. Because of time I cannot be able to go in detail. By level one is about listening for yourself when you go to Google the rise to talk about you know your car, when you go to the hospital to talk to your doctor and so on. But level two is when you go out to listen somebody it's about the other person in level three, it requires you to listen what has needed what has not been said by the way, there are powerful two quotations I wrote in the book. The first one I quoted Paul silage, who said the first duty of Love is listening, if you love your employees, employers, your peers, and so you need to listen to them. And Peter Drucker, the father of modern management, he said that listening is about hearing what has not been state. So, communication requires also to listen at level three, to listen to emotions, to listen to somebody, as well as the last tip I going to give you is about the ability to negotiate the ability to have Win Win deals in the workplace. In this days, you cannot just get what you want. You need to make negotiations whether to get the assignment that you want to get promotion, and raise and so on, you need to know how to negotiate theories what Andy Warhol said, human beings are born solitary, but everywhere they are in Chen, daisy chains of interactivity.

And in a way, every social action is a negotiation, compromise between his or her or their wish, and yours, which means you need to know how to engage, I want you to do the same mental exercise for this one, too. Who is a great communicator that you appreciate? What are the three characteristics this person has? And which ones do you have? which ones you don't have? What's your plan to work on? Those that you don't have? Now, that is one myth that I want to really focus on. But there are a lot but one thing, many people think that they're no negotiator. But no, everyone is negotiator and negotiator, for example, you always negotiate you know which restaurant to go to eat lunch, or who should pick, you know, the you or the other person which



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school you should continue your education, there is always negotiation at home, in the workplace in the marketplace, you without knowing you negotiate. But because you're not working on your negotiation of theory, you are leaving a lot of stuff on the negotiation table, format informer, but many people think negotiation is about lawyers. No, we know how to negotiate this is a key softer skill, they're going to help you get your job, the assignment that you love to continue to advance in the corporate world. Of course, in the book I talked about, based on the book, Getting to Yes, written by two Harvard professors. And they suggested a process called adapting the process of negotiation. And these are the key four steps that we need to go. Because of time, I can now go in detail, maybe during the question and answer session, or you can go through the book and read more about that. And there are three options that you have as you negotiate. For example, in the at home with your friends. As you can see, you may have a positional bargaining, which is soft, which means you're soft on the people, and soft on the problem on the issue with your friends, family members, and so on, you tend to go for agreement because you you care about them. But in the workplace, you have two negotiation approaches, one positional bargaining, which is hard, you go for victory, you go for win lose, this creates distrust, you don't want to have that kind of negotiation based on your position, I want this. And then based on it, that position, you go all out, that may destroy your relationship. And that's no good to succeed in the corporate world. Another option that you have, which I suggest is based on your interest. That's not about the unit taking position, you have some interest, and then you go for a win win for mutual gain in the workplace, you know, going for agreement, sometimes it's very hard. You don't want to go for win lose, you have to solve problems. And this is one of the softer skills that I talked in my book, you need to have problem solving ability. So you need to know how to negotiate for mutual gain, Win Win, to solve problems that really gives you the leverage to succeed in the corporate world for lessons that you need to have in succeeding in Win Win negotiation. The first one is don't give ultimatum upfront, always wait for the right time. Don't reveal the bottom line too soon. Once they know your bottom line, they may walk away or they

may really tighten you know, tighten things up and you may not get what you deserve to get. So you need to really wait to the right time to reveal your bottom line. And also don't undermine emotions, emotions plays, play a larger role, what's you know, what are the emotions that you are experiencing? They may be they are watching you watching your emotions and they they use that like cruise they use in like their own advantage watching you and also you need to know their emotions and address their emotion and don't damage long term relationships. You might succeed in that religion in that negotiation, but if you you know Do we lose kind of negotiation, you, they may be okay in that negotiation, but there will never, ever come back to negotiate with you, because you lose trust. So you need to make sure that you treat people soft. But you treat the issue hard because you have to solve problems by negotiating with your boss, with your peers, and so on. Now, I know we have, we didn't have enough time to talk about the three soft skills. So if you want to reach out to me, you know, my contact info, you can go to success pathways website, or you can email to me or give me a call. I look forward to talk to you. My book is also available on Amazon, you should be able to get that That being said, well, Don, back to you. ASAP.



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Yeah, we've gotten a lot of questions, you pack so much information in there, there's a, there's a course to be had, thank you so much for sharing those three tips, Know yourself very well communicate like a pro, and negotiate for win win. We've got a lot of questions, but like to take this back on a personal level. As you mentioned earlier, you've been in this country since 2005, you've had to learn a lot of soft skills that most of us don't have to catch up to speed on how to do recognize it was important to have these soft skills. And then what did you do to begin to go on a path to learn them?



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This is a very important question. It's about self awareness. You know, when you are in your native culture, you succeeded. And when you come to a new culture, you think the same things that you've been doing gonna help you in the new culture, that's a blind spot. But some people have me know, like, some of some people came up to me, and they told me that you know, is it Have you noticed this? Have you noticed that these are my friends, my bosses, my colleagues who were helping me uncover my blind spots, because I was communicating, I was interacting, I was reaching out to two different stakeholders in the way I used to back home. But there is difference between the culture where I was and also the new culture in the United States, I think that opened my eyes, and then I determined to work on my softer skills, to go and join some associations, which going to give me

opportunities to improve on my softer skills. I went to YouTube by have had coach mentors, I took some assessments online to make sure that I know myself very well, and then also see the gap. For me to succeed in the United States and new culture, I needed to work on my communication or my own blind spots, and so on.



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Yeah, and you make a good point, too, by sharing the fact that in another culture looking at an elder is, is not? Well, it's frowned on. But yet, in the United States, if you don't look at the make eye contact with an elder, you're either being deceitful or not straightforward or or untruthful in terms of your message. And the thing to keep in mind here is that, like, you came to our country, and you had to learn this new culture, every single student and graduate who walks off campus with their degree is walking into a new corporate culture that they're going to have to attend.



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Oh, yeah, by the way, yes, a great point. I was talking about the social culture. I'm glad that you know the social cultures. I'm glad you brought up about the corporate cultures. When I facilitate workshops, one for example, diversity and inclusion, inclusiveness, stuff like that, or project management, I share with them that there are four corporate cultures, the one which is hierarchical, for example, the one you find in the military, IRS or some government agencies, and you have also another culture in the corporate world or the flat culture, a market culture where competition is high, like in Apple, Google, Disney and so on. You have also another culture which is a nonprofit organization that we culture where competition is not important people are there for their cause. And also you have another culture called other heart like NASA, or in some software companies or law firms. You have one project one satellite to launch one software to design once it's done, the team the culture goes away and you start another one another culture and so on. So the key is, you brought a very, very important point because when we go for interview, one thing we should make sure is to note the cause For example, if I go to Apple, with my suit and very formal dressing, I may not even get a chance to be interviewed, because that's a very informal culture. So I need to make sure I understand the culture, and then adopt to the culture. When I go there, I need to know their values, what they value the most. They're actually very experienced recruiters, they come up with behavioral questions, they come up with scenario based questions to make sure that you are the right fit into their corporate culture. Yes, they can find anyone in terms of technical skills, most recruiters, they are worried about whether this person is the right fit in that corporate culture or whether the person becomes that bad output. So they want to make sure that they are

the right fit to the culture. So we need to really take time to understand the different corporate cultures and what kind of values we should have to adapt to the culture actually, of course, we need to choose according to our personality, if I know that I'm a person who is successful in terms of competing, innovating and so on, I need to find that kind of corporate culture. If I'm a person, very formal, successful in terms of implementing what has been formulated, if I have experience in terms of being successful, for example, in the military, and if I am that kind of person who love to work in that kind of environment, I need to find that kind of corporate culture when I go and apply because I get to flourish and succeed in that kind of corporate culture,



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AZ this has been a fascinating discussion, great tips, great ideas that will help our students land jobs quicker and launch and lead a successful career. Thanks for participating today.



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Thank you very much, Dan, for the opportunity. And I wish all the graduates success now and in the future. If there is anything I can be helpful, reach out to me and I would love to support you and help you in your journey to be successful.



37:06

Great, and to our students and graduates. He shared some contact information certainly reach out to him and you can go to the website to get more information about his presentation. pick up a copy of the book soft skills that make or break your success, either at your local library, your career center, or at Amazon and have it tomorrow.