

Durable skills



essential for successful business

GOOD CHARACTER

COLLABORATIVE

COMMUNICATION SKILLS

CREATIVE

CRITICAL THOUGHT

FORTITUDE

GROWTH FOCUSED

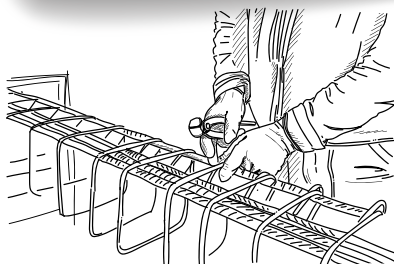
MORALLY GROUNDED

DISCIPLINED

LEADERSHIP SKILLS

LOGICAL

CURIOUS



Durable skills in high demand

A 2021 report found that while tech skills are critical, these skills alone are not enough to stand out. Data revealed 44 percent of HR professionals would hire an applicant with strong durable skills over an applicant with superior hard or technical skills. Thirty-eight percent of employers feel the durable skills gap is getting worse.

According to workforce futurist Alexandra Levit, “Most people are hired for their technical abilities—their soft skills give them career durability.”