

# CLINICAL REVIEW

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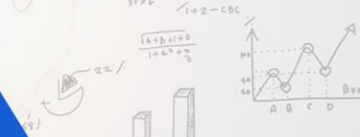
## **BUILDING SOFT SKILLS**

### Communication & Professionalism in the Digital World

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Special Learning, Inc.  
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## Clinical Review:

### *Building Soft Skills Part 1: Communication and Professionalism in the Digital World*

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Chief Clinical Officer, Special Learning, Inc.*

#### **Subject Matter Experts:**

Jenna Sage, PhD, BCBA

Jennifer Rumfola, CCC-SLP, BCBA

#### **Summary of Webinar:**

What are soft skills? Is it really so strange that people struggle with communication in their professional workplace? The COVID-19 Pandemic has eternally changed how we interact in our personal lives, in our workplace, and in the community and global outreach. This webinar dives into professional communication and competencies and starts by comparing the National Association of Colleges and Employers (NACE) competencies in communication and professionalism to the BACB Code of Ethics for BCBA's. While for some, professionalism competencies can come naturally, but for others, being coached explicitly is necessary to build this critical skill.

Along with the information in the presentation, interactive poll questions/conversations, the downloadable resources, competency checklists and plans can help shape better outcomes for clients, greater job satisfaction in clinicians, and higher return on investment through reduced turnover for agencies.

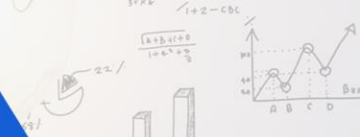
Hard skills vs Soft Skills - interpersonal skills, acumen, etiquette, and emotional intelligence... How do we measure and improve soft skills?

#### **Clinical Application/Highlights:**

- Crosswalk of National Association of Colleges and Employers (NACE) career readiness framework and the BACB BCBA Code of Ethics
- Soft Skills Competency and Skills Tasklist – Competencies in Professionalism, Communication, Teamwork, Digital Technology, Critical Thinking, Leadership, Career Management, Global Fluency

#### **Top competencies:**

- Critical Thinking and Problem Solving
- Teamwork/collaboration
- Professionalism/work ethic
- Oral/Written communications
- Digital Technology



### Findings:

- 65% of employers see soft skills as more necessary in job performance vs. hard skills.
- 75% dissatisfied healthcare consumers have brought up deficiencies in this critical in clinicians.
- Ultimately, they are likely share their dissatisfaction with 9 others, impacting staff morale, productivity and ultimately the agency bottom dollar.

### Definition:

*Situational skills* – behavioral skills that are generalizable across settings, then shaped and improved throughout career.

*Soft Skills* - interpersonal skills, acumen, etiquette, and emotional intelligence

### Downloadable Tools:

Handout of NACE competencies aligned with ethics guidelines.

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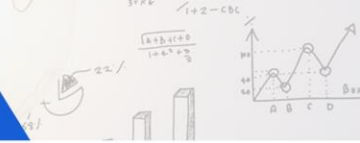
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