

## SOFT SKILLS - HARD SKILLS: THEIR ROLE AND IMPORTANCE

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**Abstract:** *The author considers the general concepts of soft and hard skills. Their role is determined at the level of individual qualities and at the level of enterprise management strategy. Considered the existing requests of employers for the availability of professional and soft competence of job seekers. The predominant proportions of the demanded set of competencies and the strategy of their use have been determined.*

**Keywords:** *soft skills, hard skills, management, education, strategy*

In today's world, a professional is increasingly required to have knowledge and experience in a professional field for which hard skills are responsible. Can only mastery of professional skills be sufficient without the ability to communicate, negotiate, lobby, listen and hear, listen and see, work in a team, step into someone's shoes, empathize, and many other skills that are defined by the concept of soft skills? It is clear that the need for soft skills is not in addition to, but predetermines the degree of competence of any level of training.

Moreover, it suggests that the productivity of hard skills stems from their combination with soft skills.

Soft skills predict success in life, which causally produce that success, and that programs that enhance soft skills have an important place in an effective portfolio of public policies (Heckman, Kautz, 2012).

The main priorities of each country in determining its development strategy should be guided by healthy pragmatism and national interests (Lesik, 2018, 2019).

Among employers, there is a perception that the demand for professional to soft skills is in the proportion of 15-30% to 85-70%.

Skills, S. Academic Guide/Teaching Materials (2015) lists 60 skills that the authors refer to as soft skills. Some of them, in our opinion, describe the basic education process, which could be summarized as elementary school level It could then combine common skills without duplicating them as for example 1. Math 18. Advanced math, 36. Knowledge of fractions, 38. Use of rulers and calculators or for example 5. Grammar, 41. Basic spelling and grammar 54. Ability to listen and document what you

have heard; or 42. Reading and comprehension, 50. Ability to read and follow instructions. For the education system in Ukraine, all of the above skills are basic at the secondary school level. All of them are formed and consolidated during the whole period of education, including high school.

Also in parallel with these qualities preschool educational institutions, secondary schools, families, hobby clubs create and strengthen a set of basic competencies, such as leadership qualities, the ability to defend a worthy position, the ability to work in a team, planning time, and many others. If we started to form a set of soft competencies based on the whole variety, including the specialization of enterprises, it would be much more than the one you mentioned above.

Today, the skills of basic computer technology skills and a minimum set of programs are considered to be of no small importance, already in elementary school. Due to the widespread use of remote communication during the pandemic, such skills have proven to be vital (Lesik, 2020).

Determining the hard skills will also play an important role in the sphere in which these skills are implemented. If we take as an example infrastructure, which in turn may have its own specifics, including the institutions of power, as a means of communication, transportation, production, storage, processing, catering, entertainment, environmental protection, and many other areas of public life (Lesik et al. 2020).

But already the above is enough to understand the importance of the symbiosis of hard and soft skills. Practical application of skills and their improvement raises the level of individual professional skills, which puts the individual in the category of in-demand and high-paying. At the global level, such skills determine a country's capabilities, competitiveness, competence, representativeness, visibility, and generally all the things that make it rich and independent.

### **Література:**

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**Анотація:** *Автором рассмотрены общие понятия мягких и твердых навыков. Определена их роль на уровне индивидуальных качеств и на уровне стратегии управления предприятием. Рассмотрены существующие запросы работодателей к наличию профессиональных и мягких компетенцией соискателей. Определены преимущественные пропорции востребованного набора компетенций и стратегия их использования.*

**Ключові слова:** *универсальные навыки, профессиональные навыки, менеджмент, образование, стратегия*