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Where one encompasses trends that are not truly quantifiable, the other can be accurately measured. However, in today's world of startups and new businesses, people lose sight of soft skills, believing incorrectly that only those things that can be measured hold any value. Related: Develop these 7 Skills to become more influential PersonMastering softIn terms about what, exactly, is an area of soft skills, the best summation of everything that involves the interaction between you and others. By bending this muscle, you will actually stand head and shoulders above the others, since soft skills are not practiced by everyone, this is the desired trait from team members and staff, but it is also cited to become skill set. CommunicationCommunication is how we express our thoughts and opinions in a way that others can understand them. This means that enough vocabulary and imagination to change how you express the meaning of different different based on their own understanding of the various aspects of the topic. For example, if you're talking to a HUMAN resources professional about technology that will change their work for the better, you wouldn't throw around techno jargon. Be well aware that the language you are used to using in your profession is not a common lingo for others, and any specialized terms will only confuse them and make your product appear less accessible. CourtesyMany label the current generation as greedy, self-obsessed boys who believe they deserve more than they get. This, however, is far from the truth. While social media seems to be self-serving, it's also a way that people have found connections with others. Treat these people with respect and dignity and you will find yourself with a league of devoted followers. Such politeness is also something that translates well over all generations, bridging any wide age gaps you may encounter. This is a great way to build mutual respect quickly and efficiently. Related: 6 Nice gestures that make Office FriendlierEtiquetteIf you've never joined a etiquette class, do so. Knowing how to act in different situations, how you properly navigate different parties and group meetings you will be present as you work to create your contact list. Knowing how to have the right lunch at a high-end restaurant will demonstrate your respect for those who were kind enough to invite you to join and will most likely earn you a second visit. The same goes for how to operate in a relaxed bar atmosphere. People are looking for someone who manifests traits like them. It's a quick way to build a quick friendship. Etiquette goes beyond formal settings and should be carried out even on social media in respect of who you tag and for what; provide general courtesy and common sense when posting photos of other people and even email as we appeal to others to keep in mind that brevity in text form can come across both saucy and disrespectful. ListeningThis is probably one of the most difficult soft skills to master as it involves a certain level of humility to put your own mind clutter aside and truly listen to someone else. There's nothing more frustrating about trying to have a dialogue with someone who hears what you're saying but doesn't listen to. Instead of building a big conversation, it turns into a one-sided gab-festival, where offending batches of drones continues, acknowledging what you say with an indulgent nod. If a customer comes to you with concern, listen to them. Analyze what they said and see if you can help. Your goal is to show that you actually pay attention, and that you are on The business value of another person.Common senseFinally, all this soft skill of speaking requires the firmness of common sense to make it successful. Focus too much on your soft side and you may come across as out of balance or too distracted or or spend too much time with the wrong people for your purposes. Exercise knowing what to say and when to say it. Look for the ones you want to learn and learn while keeping the threats at a reasonable distance. Common sense also requires the ability to learn from past mistakes. As you try out these new soft skills, you will surely do something that frustrates someone in some way. Having recovered from this, assessing what happened, what went wrong and how it is possible to avoid the situation in the future. So you get a lot of awareness regarding avoiding potentially big problems in the future. Related: 9 Idiot Office Rules that run all Crazy April 19, 2019 4 min read Opinions Expressed by Entrepreneur Contributors are their own. I'm not a very new-age guy. However, I believe in the immense power of the Law of Reciprocity. This concept touches on a deep-rooted psychological desire to do something good for those who have done something good for you. There is certainly value in soft skills, but if you want to see some evidence of why these skills work, I can tell you there is a lot out there to support the law of reciprocity, starting with nash's equilibrium theory (whose abbreviation, ironically, is NET). Nash's theory of equilibrium basically states that the best result will come when everyone in the group does what is best for themselves and the group - a form of reciprocity. The best result of a situation is that no person has an incentive to deviate from the chosen strategy after considering the choice of another participant. Mutual altruism is another form of reciprocity. It implies a fair balance between collective altruism and personal need. Collective altruism looks at the needs of the group, but does not give much attention to human needs. Mutual altruism is trying to consider both. In the early writings of Socrates and Alexis de Tokeville on ethics and government, the concept of enlightened self-interest was based on reciprocity. Enlightened interest is a philosophy that states that people who act in the interests of others or in the interests of the group or groups to which they belong ultimately serve their own interests. In other words, you can do well by doing good. Related: What it takes to grow a small company based on the Big VisionAs I grew up with my company BNI, I have included the use of the term, Giving Profit® in the lexicon of our activities from the beginning. The basis of this term is the age-old concept of what happens around, going around. But it's harder than that.Networking is about building relationships. I found that the best way to build a relationship with someone is quickly to help them first. If you can help someone -- and I'm not talking about their your product or service, I mean really help them - giving them an introduction, information, article, really everything that serves their need and you will start a professional relationship with them. Creating relationships helps build trust. Trust is the cornerstone of an effective network. When you practice Givers Gain often enough, you'll be on your way to building a powerful personal network based on trust built through helping to serve someone else. This concept, whatever term you choose to use, serves as a bridge between individuals and the community of people for collaboration of all kinds, and it fuels individual and professional growth - not to mention an increase in referrals and businesses. READ ALSO: Network Like a Pro, 2nd edition of Research has shown that social collaboration is good for our brains. Collaboration increases the frequency of dopamine release in the brain. Interestingly, dopamine decreases without social cooperation. Each of the above strategies is about collaboration and collaboration, and everyone can increase dopamine production. Some time ago I received an email from Amruth, a member of the BNI in India with a great metaphor for this philosophy. He said the words that imagine that you have two spoons, a small spoon and a large spoon. Which one do we use the most? A small spoon only serves us, but a large spoon allows us to serve others. The more we all use a large spoon, the more we will all have a lot for a small spoon. Networking group using a big spoon for everyone creates amazing success for everyone. In a book by Go Giver, co-written by my friend Bob Burg, the authors say, Your income is determined by how many people you serve and how well you serve them. Call it Nash's equilibrium, mutual altruism, enlightened vested interest, or profit: I believe that reciprocity is about swiping the bib and putting on an apron. This kind of networks where people enter and communities arise. Appear.

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