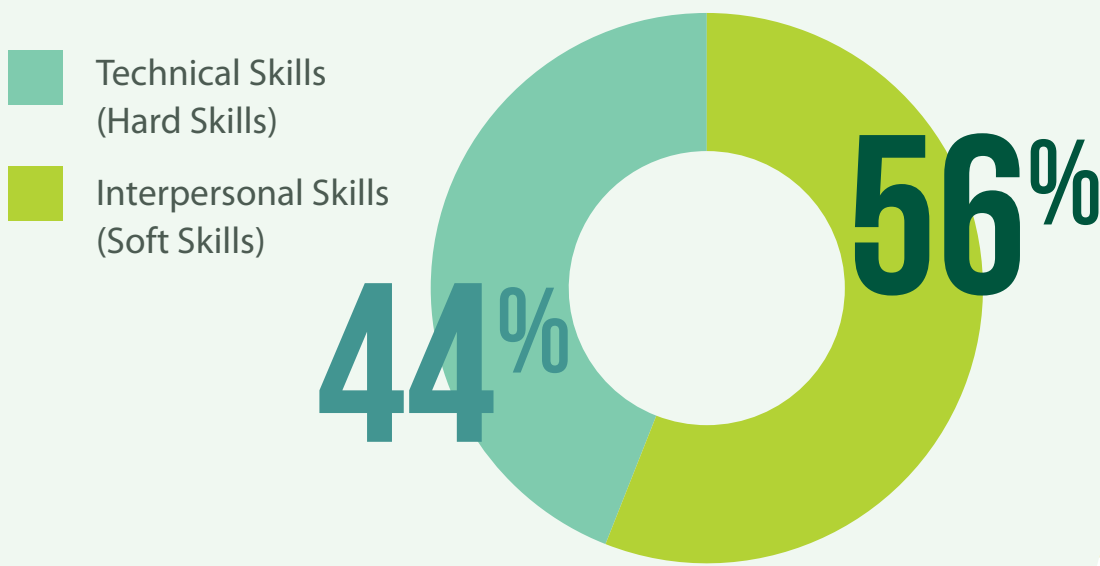


HARD SKILLS vs. SOFT SKILLS

There are two types of skills required to do a job well – *hard skills* and *soft skills*.

SO, WHAT SKILLS MATTER MOST TO RECRUITERS??

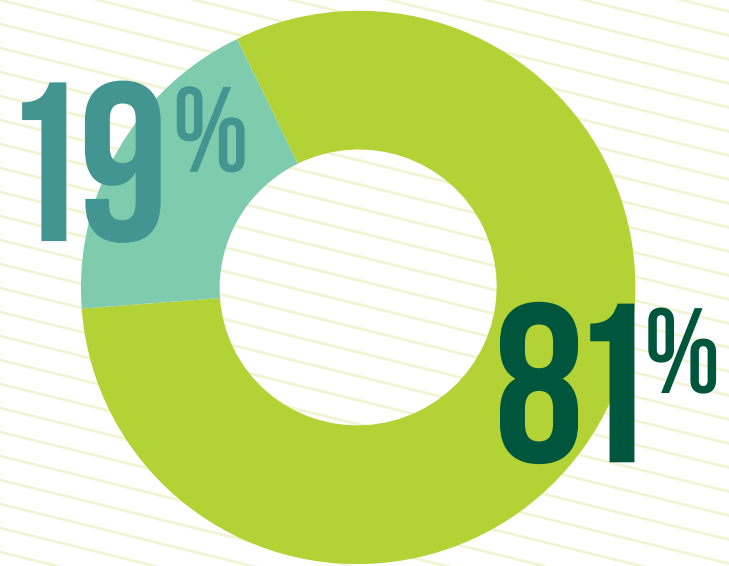
HR Pros value interpersonal skills over technical expertise.



HARD SKILLS:
Adobe Photoshop, Microsoft Office, C++, Certification...

SOFT SKILLS:
Communication Skills, Team Work, Problem Solving, Leadership Abilities...

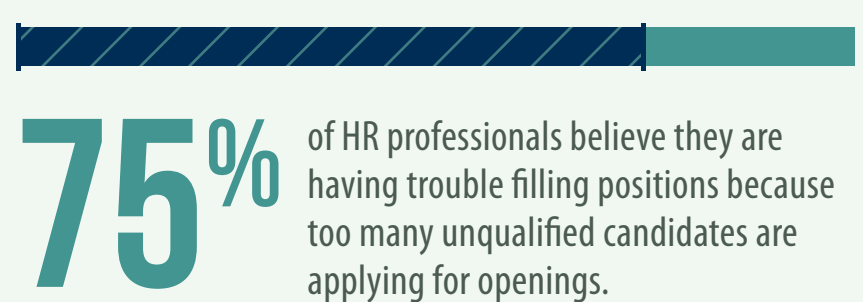
And even fewer **Job Seekers** think their technical skills matter.



TOP SOFT SKILLS ACCORDING TO HR PROFESSIONALS



*Soft skills may get you hired, BUT YOU NEED **HARD SKILLS** to get your foot in the door.*



Almost **40%** of HR Pros *only* pass along the resumes of the candidates that have the technical skills to do the job.

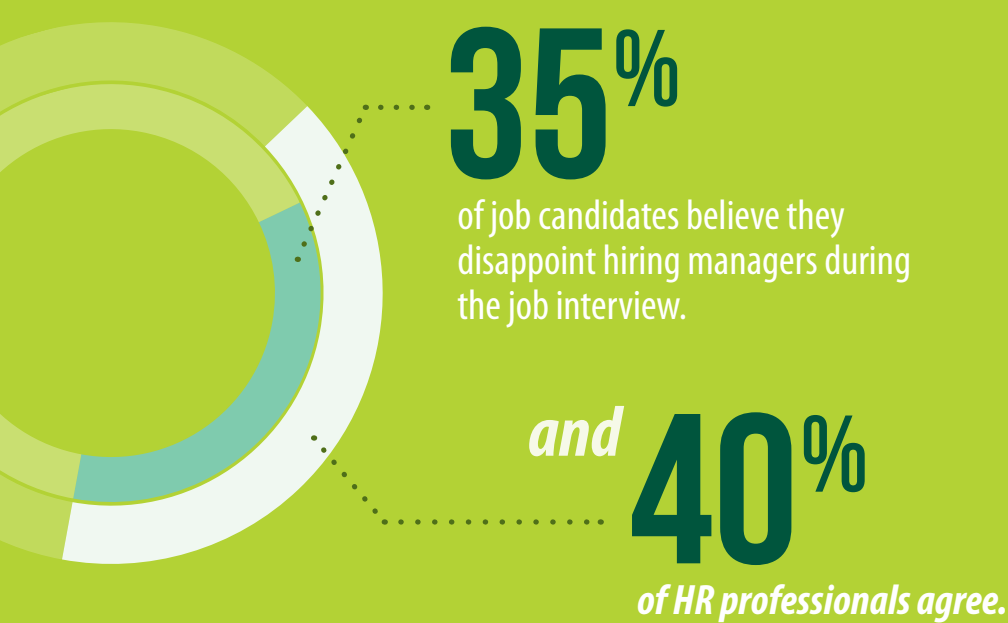


★ *If you don't have the hard skills to do the job you may never get the chance to show off your interpersonal skills during the job interview.*

Fewer than 30% of the resumes that are seen by the recruiter actually make it to the hiring manager.



WHERE JOB SEEKERS FALL SHORT



24% of HR Pros also believe that candidates fall flat when it comes to the resume.

RESUME STUMBLER AND SUCCESSES

How Well Do Job Seekers Showcase those Skills?

73% of HR professionals say job applicants don't do a good job when it comes to tailoring their resumes.



62% of HR pros say job applicants do a good job when including relevant keywords in their resumes.



"There's no secret password for getting hired. But job seekers can increase their chances by highlighting their hard skills in their resumes and demonstrating their soft skills during the interview process. Many job seekers have the right ingredients; now they need to put them in the right order."

– Joe Weinlick, VP of Marketing at Nexxt