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## SOFT SKILLS AND EMPLOYMENT BENEFITS

*The article states that for employers, the ability of staff to have soft skills in communicating with staff is important. It is noted that in Ukraine it is impossible to form a new paradigm of education according to known models. The new educational paradigm must first be dominated by the values of the individual and universal value imperatives. It is noted that recent labor market research reflects a noticeable trend of significant interest of employers in «soft skills».*

**Key words:** «soft skills», paradigm of education, development, trainings.

*У статті зазначено, що для роботодавців велике значення має вміння персоналу володіти м'якими навичками у спілкуванні з персоналом. Зазначено, що в Україні формування нової парадигми освіти по відомим зразкам неможливо. У новій освітній парадигмі повинні перш за все домінувати цінності індивідуума і загальнолюдських ціннісних імперативів. Зауважено на тому, що останні дослідження ринку праці відображають помітну тенденцію значного інтересу роботодавців до «soft skills».*

**Ключові слова:** «soft skills», парадигма освіти, розвиток, тренінги.

The rapidly growing development of soft skills has long been talked about. As early as 2018, researchers from the United States have proven that the development of soft skills increases productivity by 12% and returns by 250% more. This trend has attracted employers and, as a recent GMAC poll has shown, more than half of HR managers believe that soft skills will be much more valuable in the near future than hard skills. Ukrainian scientists such as V. Astakhov, N. Sitnik, I. Simakov, N. Dlugunovich, O. Abashkina, O. Yankovskaya, K. Kovalare involved in the implementation of flexible skills.

The long-standing paradigm of education: knowledge, skills, skills, includes certain nomenclatures, hierarchies of knowledge, skills and skills, and ways of understanding, monitoring and evaluating them. This paradigm is still recognized by a large part of the educational community.

In Ukraine it is impossible to form a new paradigm of education according to known models. The new educational paradigm must first of all be dominated by the values of the individual and universal values.

In order to national education is to be integrated into the world's educational space, it is necessary not only to improve our material situation, to ensure life at the right level, but also to promote the spiritual development of the human being.

With the transition to a post-industrial society in developed countries, the requirements of university-acquired knowledge, skills and know-how are being substantially modified and rapidly modified. The ability to use computer technology and equipment, as well as knowledge of foreign languages, is gradually moving from being an important feature of a modern specialist to being a tool and skill that is as necessary as conventional literacy.

Ukrainian graduates do not always fit into the requirements of modern trends. Recent fundamental reforms in education and such negative manifestations of a large part of the student body as laziness, reluctance to learn more./ on your own, lack of motivation, uncertainty about the future, all this does not create a lack

of flexible skills. But, on the other hand, one cannot fail to note a sufficiently high level of understanding among Ukrainian students of the qualitative criteria to be mastered during higher education.

Often, flexible skills are also called as universal or functional competences and functional literacy. UNESCO and the European Commission have even established a minimum level of such literacy which is necessary for every European in order to be a full member of society and not to be a «social invalid», let alone a professional self-fulfillment [3].

The latest labour market research reflects a noticeable trend of significant interest of employers in «soft skills». Most employers consider them as important as professional knowledge and skills. Professional skills are outdated, and «soft skills» are always up to date. In Ukraine the concept of «soft skills» is relatively new and unexplored. Although, responding to the demands of the labor market, various training agencies offer various programs aimed at developing «soft skills» [4]. Ability to work in a team, endurance, ability to convince or compromise - without so-called «flexible» skills nowadays practically no job advertisement is possible. In fact, when selecting the personnel, the applicant is checked for conformity with the requirements, which are divided into two categories [2]: «hard skills», they are easy to measure, they are fairly objective. This group includes the professional, academic, knowledge and skills that are necessary for the marketing tasks of the enterprise. «Soft skills», they are difficult to measure, therefore their assessment is subjective character: honesty, initiative, hard work, learning ability, creativity etc.

The key difference in mastery of «soft skills» and «hard skills» is that «soft» Skills are difficult to learn from books or simply by performing functional duties.

In modern world, the main thing is not information, but knowledge and the ability to use it. Knowledge in the modern world can quickly become irrelevant and obsolete. It is more important to obtain the necessary information at the right moment. Those who can master and constantly apply «soft skills» can give the answer to these demanding demands of the labor market.

It should also admit that the results of research conducted at Harvard University and at Stanford Research Institute indicate that professional success due to «hard skills» is only 15%, while «soft skills» is defined at 85% [5]. The result speaks for itself. Another important argument for students in favor of the need to develop and improve «soft» skills.

Another important argument for students in favor of the need to develop and improve «soft» skills is the mobile application for modern portable devices, which is distributed free of charge by one of the largest worldwide companies [1]. This application is intended for the development of interpersonal communication skills through video. As the developer notes, there are more than 10,000 videos and 500 playlists, which are classified for common topics when studying «soft» skills.

In the modern world, the content of the term «workplace» is changing. The level of knowledge required of workers is high. Those specialists who possess «soft» skills increase career opportunities [5].

Development and development of «soft skills» for students is an objective requirement of the labor market. The management of higher education must respond to these requests, and in the light of the wider autonomy of universities in terms of curriculum development, it is necessary to take the initiative and introduce new curricula of training in order to cover the whole spectrum of development of «soft» students' skills during their studies.

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