

# Leading companies want soft skills



The image is a screenshot of a web browser displaying a CNBC article. The browser's address bar shows the URL: [cnbc.com/2018/08/16/15-companies-that-no-longer-require-employees-to-have-a-college-degree.html](https://www.cnbc.com/2018/08/16/15-companies-that-no-longer-require-employees-to-have-a-college-degree.html). The CNBC logo is visible in the top left of the article header. Below the logo, the word "CAREERS" is written in blue. The main headline of the article is "Google, Apple and 12 other companies that no longer require employees to have a college degree" in a large, bold, black font. Below the headline, the author's name "Courtney Connley" and her Twitter handle "@CLASSICALYCOURT" are listed. To the right of the author information, there are social media sharing icons for Facebook, Twitter, LinkedIn, and Email, preceded by the word "Share". Below the author information, there is a photo credit: "Apple CEO Tim Cook at an event to introduce the new 9.7-inch Apple iPad at Lane Tech College Prep High School on March 27, 2018 in Chicago, Illinois. Scott Olson | Getty Images". The main body of the article contains three paragraphs. The first paragraph discusses the tight labor market and mentions "professionals without a degree". The second paragraph mentions the job-search site "Glassdoor" and lists companies like Google, Apple, and IBM. The third paragraph mentions IBM's vice president of talent, Joanna Daley, and her comments on hiring practices.

cnbc.com/2018/08/16/15-companies-that-no-longer-require-employees-to-have-a-college-degree.html

**CNBC**

CAREERS

## Google, Apple and 12 other companies that no longer require employees to have a college degree

Courtney Connley  
@CLASSICALYCOURT

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Apple CEO Tim Cook at an event to introduce the new 9.7-inch Apple iPad at Lane Tech College Prep High School on March 27, 2018 in Chicago, Illinois. Scott Olson | Getty Images

Today's tight labor market continues to be a promising landscape for job seekers, with economists even predicting more opportunities for [professionals without a degree](#).

Job-search site [Glassdoor](#) compiled a list of top employers who are expanding their talent options by no longer requiring applicants to have a college degree. Companies like Google, Apple and IBM are all in this group.

In 2017, IBM's vice president of talent Joanna Daley told [CNBC Make It](#) that about 15 percent of her company's U.S. hires don't have a four-year degree. She said that instead of looking exclusively at candidates who went to college, IBM now looks at

<https://www.cnbc.com/2018/08/16/15-companies-that-no-longer-require-employees-to-have-a-college-degree.html>

# Proof 1a

Studies after studies shown employers want soft skills more than hard skills, for example:

P12 “Soft” Skills are Hard: A Review of the Literature

Ryerson  
University

field- or domain-specific knowledge (Cukier, 2014). In a recent industry survey, 29% of employers commented that candidates were lacking in soft skills – this was even more than technical skills, which only 23% of employers mentioned were deficient (Workopolis, 2015). Similarly, a recent Environics survey of employers indicated that 62% of employers would hire a candidate who possesses soft skills and who is a good fit, providing training for the specifics of the job rather than continuing a long search for someone who possesses both technical skills and soft skills (Environics, 2014; Bountrogianni, 2015).

In the future, this trend looks like it will continue to intensify. A recent working paper from the National Bureau of Economic Research in the US showed that while computers are replacing highly technical and cognitive work, human interaction has proven very difficult to replace, meaning that since the 1990s, North America has experienced an increase in jobs with high social skill requirements relative to other job categories (Deming, 2015). This means that graduates who possess soft skills such as interpersonal interaction and communication may be well positioned to benefit if this trend continues.

## Graduates and soft skills

Formerly, students in the hard sciences were considered to be lacking in soft skills when compared to their peers in social sciences or humanities programs.

[https://www.ryerson.ca/content/dam/diversity/reports/KSG2015\\_SoftSkills\\_FullReport.pdf](https://www.ryerson.ca/content/dam/diversity/reports/KSG2015_SoftSkills_FullReport.pdf)

# HR adoption of World Civility Index



Hong Kong, HR executive  
Clara Yuen on IITTI...

**Hong Kong HR**

<https://youtu.be/aMSVHQ5cBCs>



**Peru HR**

IITTI Exam -- Eva Maria Prado Camayo, Lima, Peru, Oct 1...

IITTI World Civility Index

<https://youtu.be/XXf1CTaywFo>



**Crocs Shoe  
Shenzhen, China**

IITTI Exam -- Yan Qiu, Shenzhen, China, Sep 20, 2017

IITTI World Civility Index

[https://v.youku.com/v\\_show/id\\_XMzA1OTE2OTU5Ng==.html](https://v.youku.com/v_show/id_XMzA1OTE2OTU5Ng==.html)


<https://www.iitti.org/show/certificate?eric81> 67%

**IITTI** INTERNATIONAL SOFT SKILLS TRAINING & TESTING

**World Civility Index**

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Mr. Eric Rodriguez



UserID: eric81  
First name: Eric  
Family name: Rodriguez  
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**2**  
World Civility Index  
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Theme	Title	Date
Business	Organizar tu presupuesto también habla bien de ti	Dec23,2020
Business	Inteligencia emocional: un requisito de tu marca personal	Dec18,2020

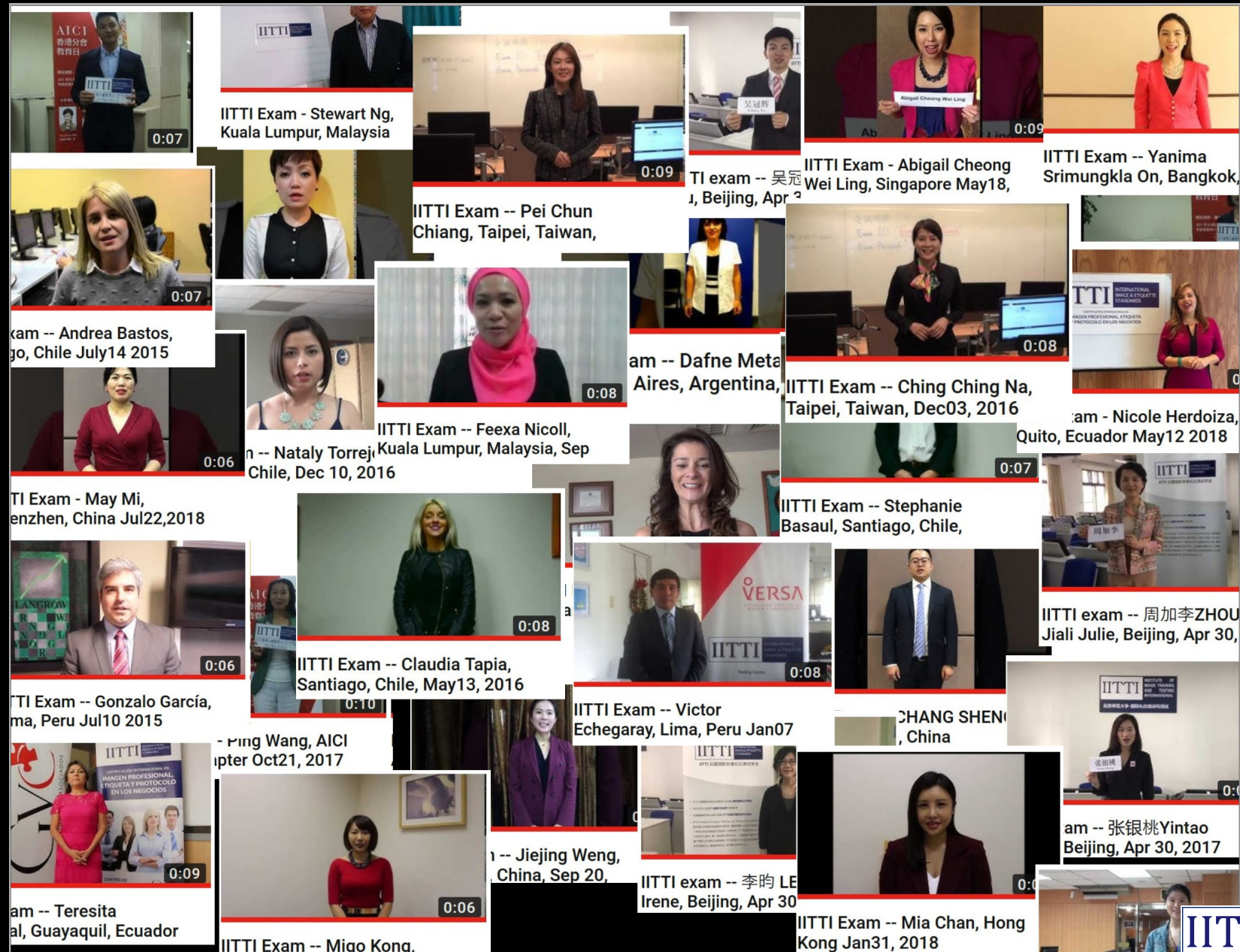
**Intel  
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# Proof 2a

# Many others in 17 countries

2020





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a long time missing  
this type of resource  
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measurement tool  
in Canada. It's fantastic!”***

**Kimberlee LoCicero**

**Former Director of Human Resources  
Shangri-la Hotel Canada**

<https://www.linkedin.com/in/kimberleelocicero/>

***“As a human resource  
practitioner  
of over twenty years,  
I recognize that  
IITTI's  
global certification system  
offers a solid foundation in  
corporate image and  
etiquette standard.***

***This standard has been  
so relevant  
for me in recruitment,  
performance management  
and employee retention. ”***



**Yvette Weekes**

**Former Manager Human Resources  
Trinidad and Tobago Civil Aviation Authority**

<https://www.linkedin.com/in/yvette-weekes-b43968105/>

# Proof 3

# Part of UN

<https://sustainabledevelopment.un.org/partnership/?p=32946>



# Google's first page

Search phrase 'Soft skills standard'

The multi-colored Google logo, with the letters G (blue), o (red), o (yellow), g (blue), l (green), and e (red).