

Leading companies want soft skills



The screenshot shows a web browser window with 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 page features the CNBC logo and a 'CAREERS' category tag. The main headline is 'Google, Apple and 12 other companies that no longer require employees to have a college degree'. The author is Courtney Connley (@CLASSICALYCOURT). Below the headline is a photo of Apple CEO Tim Cook at an event. The article text discusses the labor market and mentions Glassdoor's list of top employers.

← → × [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) ☆ 8

 **CNBC**

CAREERS

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

Courtney Connley
[@CLASSICALYCOURT](#)

Share    

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

HR adoption of World Civility Index



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

Hong Kong HR

<https://youtu.be/aMSVHQ5cBCs>



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

IITTI INTERNATIONAL SOFT SKILLS TRAINING & TESTING

World Civility Index

Show certificate

Mr. Eric Rodriguez

UserID: eric81
First name: Eric
Family name: Rodriguez
Gender: M

2
World Civility Index
[View certificate](#)

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

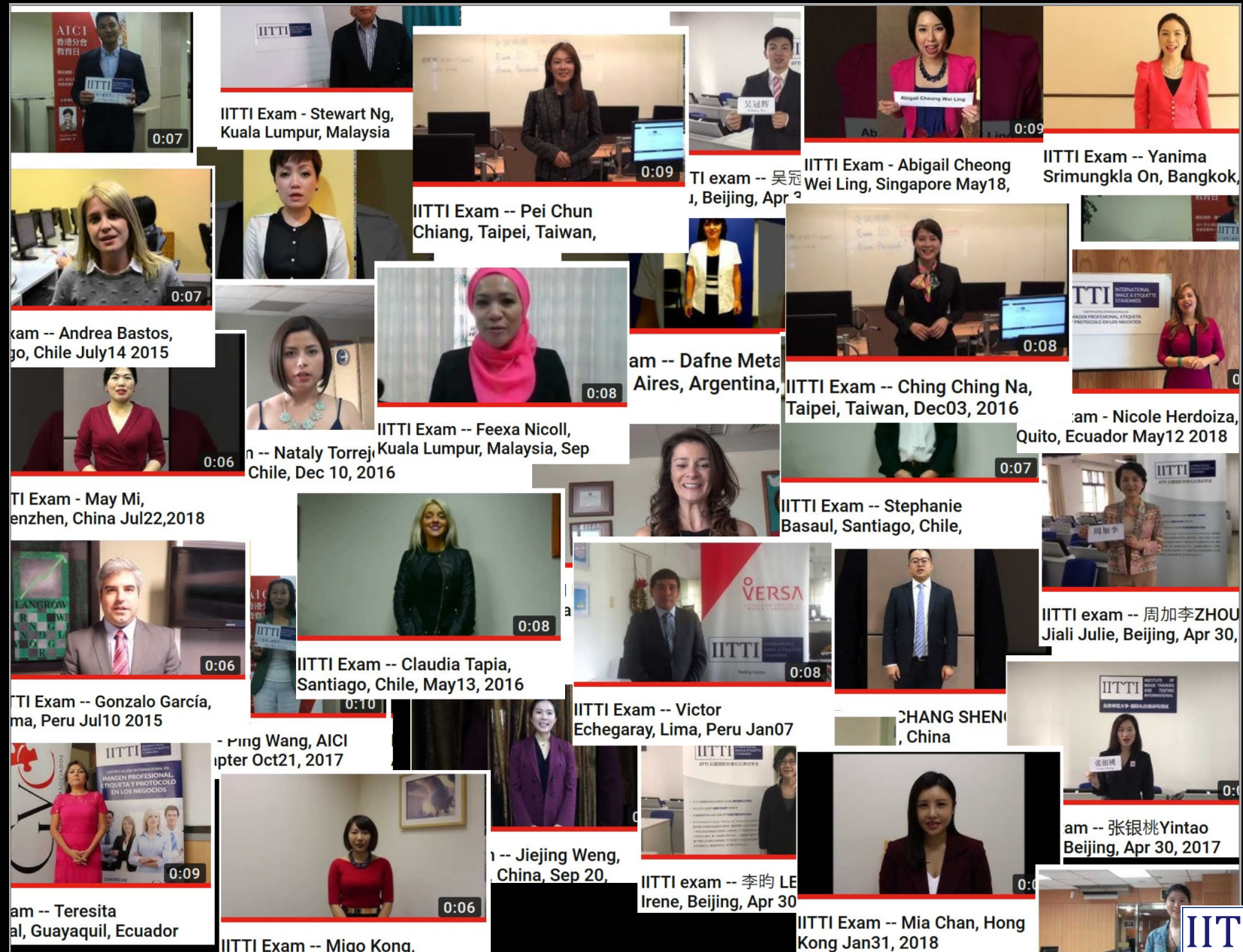
**Intel
USA**

<https://www.IITTI.org/show/certificate?eric81>

Proof 2a

Many others in 17 countries

2020





***“So interesting and
a long time missing
this type of resource
and
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://sdgs.un.org/partnerships/world-civility-index-improve-youths-soft-skills-standardized-credentialing-proof>

Google's first page

Search phrase 'Soft skills standard'

The Google logo, consisting of the word 'Google' in its characteristic multi-colored font.



World Civility Index

Example 1 University in Ecuador, South America

Jefferson Varela

UserID: jefferson98

First name: Jefferson
Other name: Rivas
Family name: Varela
Gender: M

1
World Civility Index

Reading Program Lessons done

Theme	Title	Date
Business	Tres aspectos a considerar al momento de hablar en público	Feb02, 2021

Ms. Rosemary Mosquera

UserID: rosemary21

First name: Rosemary
Family name: Mosquera
Gender: F

1
World Civility Index

Reading Program Lessons done

Theme	Title	Date
Business	Tres aspectos a considerar al momento de hablar en público	Feb02, 2021

UserID: kevin07

First name: Kevin
Family name: Socorro
Gender: M

1
World Civility Index

Reading Program Lessons done

Theme	Title	Date
Business	Tres aspectos a considerar al momento de hablar en público	Feb02, 2021

a Del Pezo

UserID: patricia77

First name: Patricia
Family name: Quintero
Gender: F

1
World Civility Index

Reading Program Lessons done

Theme	Title	Date
Business	Tres aspectos a considerar al momento de hablar en público	Feb02, 2021

UserID: dayra29

First name: Dayra
Family name: Del Pezo
Gender: F

1
World Civility Index

Reading Program Lessons done

Theme	Title	Date
Business	Tres aspectos a considerar al momento de hablar en público	Feb02, 2021

UserID: apac1995

First name: Adriana
Family name: Armendariz
Gender: F

World Civility Index
Show certificate

Mr. Christopher Velastegui

UserID: cristopher12

First name: Christopher
Family name: Velastegui
Gender: M

1
World Civility Index

Reading Program Lessons done

Theme	Title	Date
Business	Tres aspectos a considerar al momento de hablar en público	Feb02, 2021

Ms. Natalia Cusme

UserID: natalia17

First name: Natalia
Other name: Escobar
Family name: Cusme
Gender: F

1
World Civility Index

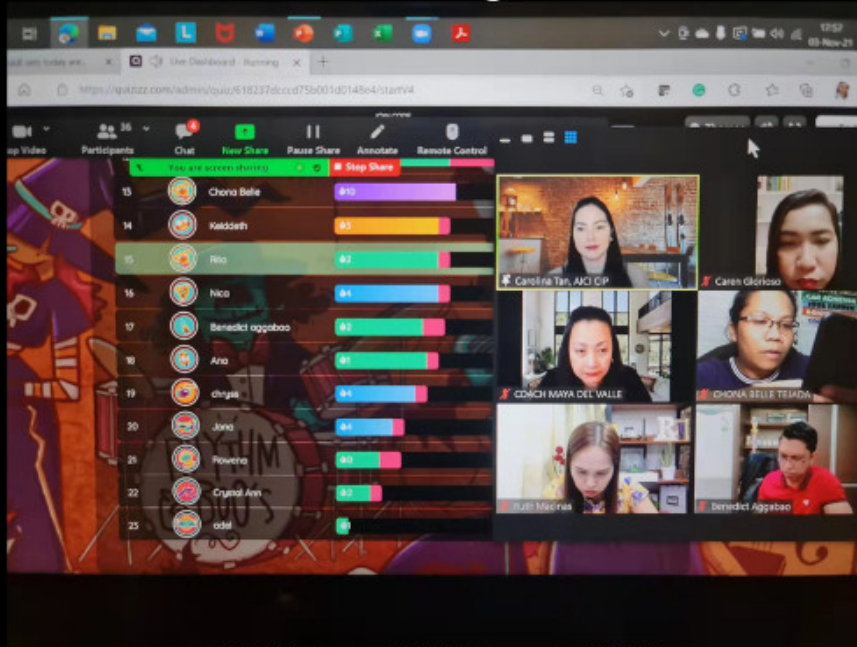
Viviana Aguayo, Licensed IITTI Trainer,
MBA lecturing in Ecuador:
Tecnológico Universitario Espíritu Santo,
Feb 2021.

Students were introduced to the
IITTI World Civility Index
Reading Program where a daily read
on business etiquette, empathy,
intercultural awareness earns them
one (1) point per day.



A blended-learning with online activities and classroom instructions

Example 2 Multinational Company in S.E.Asia



Carolina Tan retained
by multinational
as soft skills specialist



Students earn IITTI World Civility
Index points after activities



Carolina Tan, AICI CIP,
Licensed IITTI Master Instructor

Example 3
NGO in U.K. for Africa



Fondem Tebugeh, Cameroon



Bosco James, South Sudan



Israel Arogbonlo, Nigeria

Early adopters of
World Civility Index
in selected African
countries.

They realize how
important to
not just tell, but show
soft skills credentials
for the 21st-century
job market

Global Peace Let's Talk



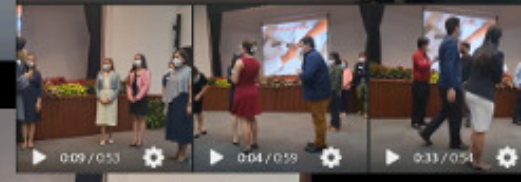
Example 4 The S.E. Asia Ministers of Education Organization(SEAMEO)

Soft skills training at The Southeast Asian Regional Center for Graduate Study and Research in Agriculture (SEARCA), a part of The Southeast Asian Ministers of Education Organization (SEAMEO)

Carolina Tan,
AICI CIP,
Licensed IITTI
Master Instructor
Nov15-16, 2022

Participants
earn 3 World
Civility Index
points.

Social and business etiquette,
"little things" to build respect, empathy,
non-verbal communication.



Example 5 Petro-chemical Company in Thailand



Karima Chiwachart, Licensed IITI Trainer in Bangkok, Thailand, delivered the first in a series of DEI (diversity, equity, inclusion) training to petrochemical multinational Indorama Ventures PCL on Sep 30, 2022.

Employees earn three (3) points on their personal 'World Civility Index' credential as proof.

Example 6 Malaysia Government



Example 7

Professional Trainer Body (AICI or Association of Image Consultants International)



AICI Thailand

7h · 🌐

เก็บตกภาพบรรยากาศในงาน “Fine Dining & Afternoon Tea Etiquette” สัมผัสกับประสบการณ์ สุด exclusive กับการเรียนรู้มารยาทบนโต๊ะอาหาร โดยเชฟของโรงแรมแมนดาริน โอเรียนเต็ล กรุงเทพฯ ระดับ 6 ดาว และมารยาทการจิบชายามบ่ายในระดับสากล จากวิทยากรทางด้าน Soft Skills และ Etiquette 3 ท่าน ของเมืองไทยที่ได้รับรองจากองค์กร IITI ประเทศแคนาดา จัดโดยสมาคมที่ปรึกษาภาพลักษณ์นานาชาติแห่งประเทศไทย (AICI Thailand) ในวันอาทิตย์ที่ 26 มีนาคม 2566 ที่ผ่านมา...
ทางสมาคมฯ ต้องขอขอบคุณผู้เข้าอบรมทุกท่านมากๆเลยนะคะ ที่ได้มาร่วมเรียนรู้ และแบ่งปันประสบการณ์ได้ร่วมกัน

#AICIThailand

#AICITHAILANDEDUCATIONDAY #AICITHFINEDINING #AICITHAFTERNOONTEA

#WeAreAllAICI #aici30years #IITI

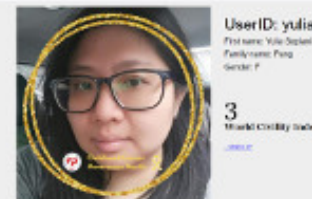
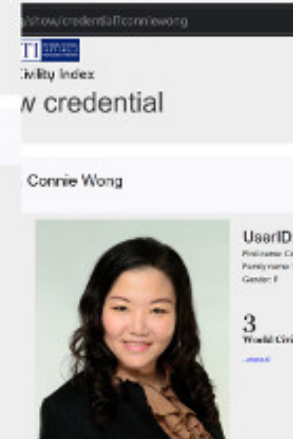
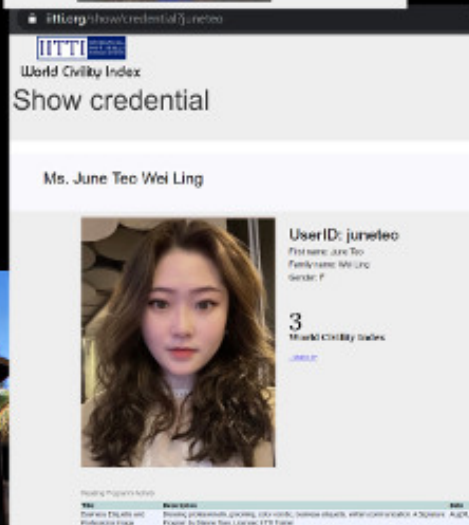
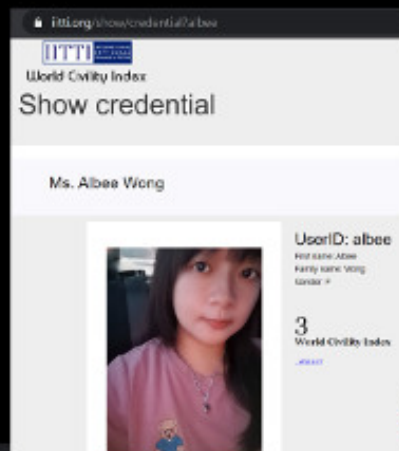
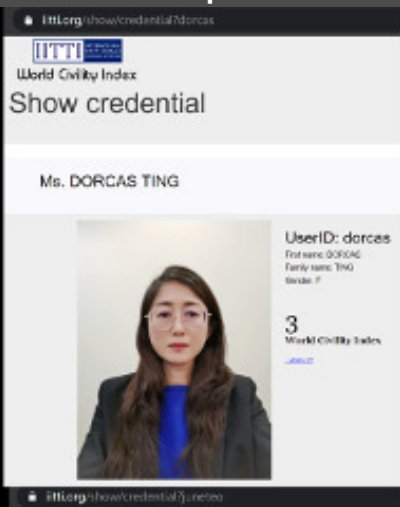
Collecting photos of the “Fine Dining & Afternoon Tea Etiquette” event. Experience an exclusive experience with learning table etiquette by the chef of Mandarin Oriental Bangkok 6 star hotel and afternoon tea etiquette sipping etiquette etiquette 3 speakers from Thailand certified by IITI Canada. Organized by the International Image Consultants Association of Thailand (AICI Thailand) on AICI Thailand. Last week 26 March 2566...
The association would like to thank all the participants of the training for coming to learn and sharing good experiences together.

#AICIThailand

#AICITHAILANDEDUCATIONDAY #AICITHFINEDINING #AICITHAFTERNOONTEA

#WeAreAllAICI #aici30years #IITI

Example 8 Hotel in Malaysia



Tanahmas Hotel with the World Civility Index

Dianne Tsen, Licensed IITTI Trainer, helping staff at the Tanahmas Hotel in Sibul, Malaysia, with professional image and business etiquette training on Aug 8-9, 2023.

The innovative part is the adoption the World Civility Index that can be used as an internal performance measurement (aka KPI). Something that historically would have been difficult.

World Civility Index is a part of UN Sustainable Development.



Example 9 Bank in Philippines

World Civility Index
helps companies
with ESG reporting



Carolina Tan, Licensed IITI Master Instructor, in Manila, Philippines, helping Asia United Bank (AUB) employees in professional image management. All participants earn two (2) World Civility Index points as proof for HR internal performance measurement. Aug 25, 2023.

The bank can also receive a 'company average', a single number to put in their ESG (environmental, social, governance) report for investors, business partners, customers.

Carolina Tan, Licensed IITI
Master Instructor and AICI CIP

World Civility Index is a part of
UN Sustainable Development.

Example 10 Volkswagen, NASDAQ, Eventbrite using IITTI

INSTRUCTOR
Kimberly Law
 AICI CIP, Certified Image & Etiquette Expert

Total students: **18,360** | Reviews: **8,232**

About me

Kimberly Law AICI CIP, founder of Personal Impact International is internationally recognized as an industry leader and highly respected as a top Image, Etiquette and Soft Skills Expert.

Since 1999 she has been helping professionals refine their look from head to toe and enhance their professional communication.

She has produced 3 Udey professional development courses and is the author of several publications.

She was the first in Western Canada to receive International recognition as a Certified Image Professional (AICI CIP), through the Association of Image Consultants International. And has been featured through the media as a soft skills expert across Canada, the US and, China.

She was a founding Director of the ITTI, a non-profit dedicated to global soft skill standardization. She is AICI's Past International President, having served from 2011 to 2013.

Kimberly Law's training programs have been taught in over 125 countries with rave reviews, and are now available for corporate trainers through 'Personal Impact International'. If you are an image consultant, etiquette trainer, soft skill trainer or want to be – now you can use a proven training system and save yourself the cost, time and headaches of developing your own business etiquette training materials.

Kimberly Law

IITTI Co-founder

**18,360 students
on Udemy**

Feb 6, 2024



Employees from top companies learning from courses conforming to the IITTI Standard