

**Soft skills
don't work!**

**It takes
time!**

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FAQ 3

Soft Skills Training Doesn't Work!

People go back to their old ways after training

Our company spent a lot of money in hiring an image consultant to come in for a 3-day seminar on business etiquette, but I don't see any long-term changes in their behaviour.

The worst is that our employees now see soft skills training as a joke! Our training manager feels she is losing credibility.

Answer 3

It is like going to the gym!

You need to do it for a long period of time

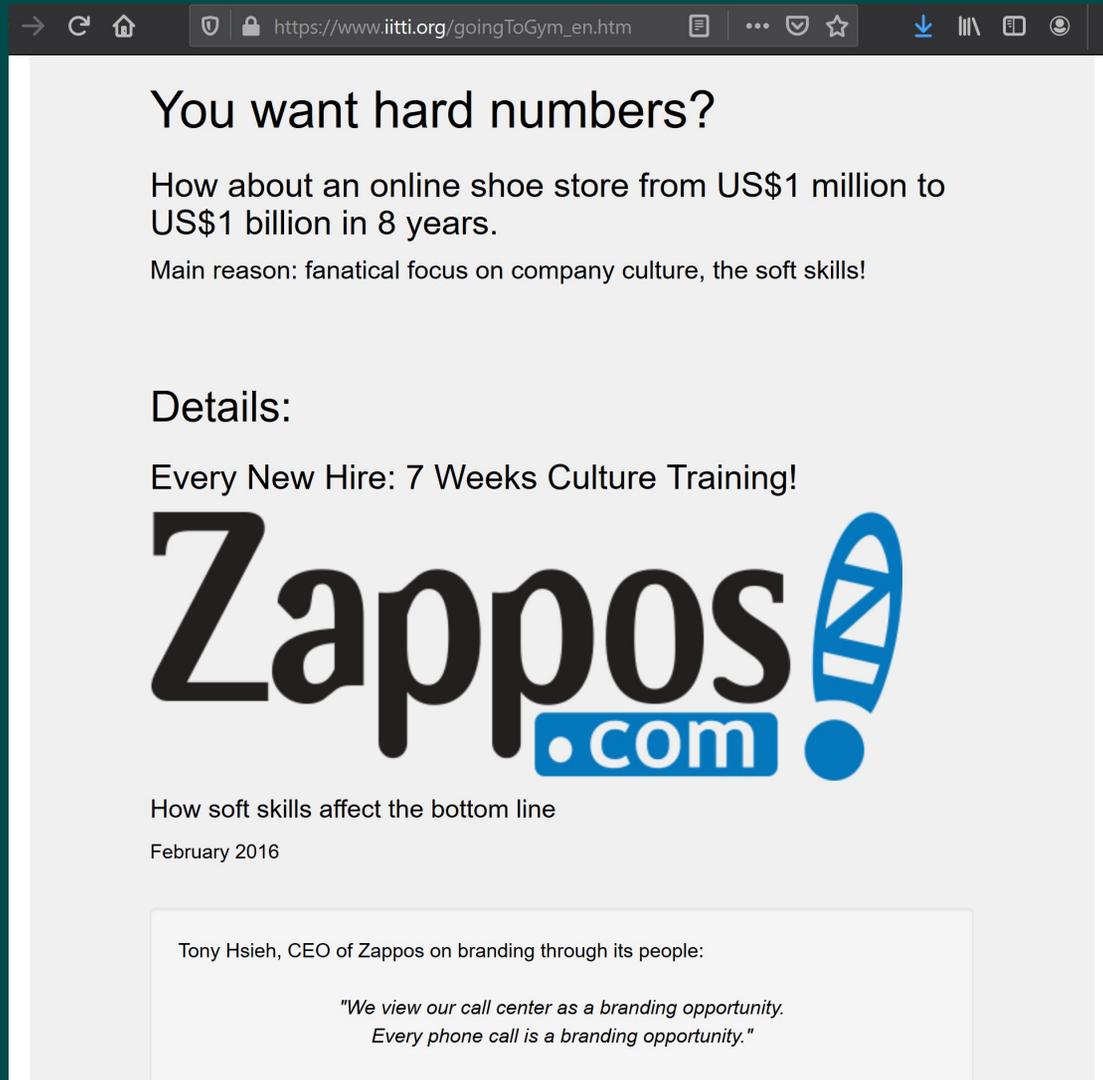
True, a 3-day seminar may not be effective. That is because it is too short!

Soft skills and company culture are hard to do. It takes a long time...and it is expensive!

But if you want your company brand to stand out, the earlier you start, the further you pull away from your competition.

[Details...](#)

For detail: [IITTI.org](https://www.iitti.org)
(Main page)



For detail: IITTI.org

(Main page click on 'Soft Skills Training Doesn't Work!')

**Seven weeks
training
new employees!**



Tony Hsieh, CEO of Zappos!
Sold to Amazon for US\$1.2 billion

*“The reason most companies
don’t focus
as much as they should on
customer service or
company culture
is that
the ROI is usually
2-3 years down the line.”*

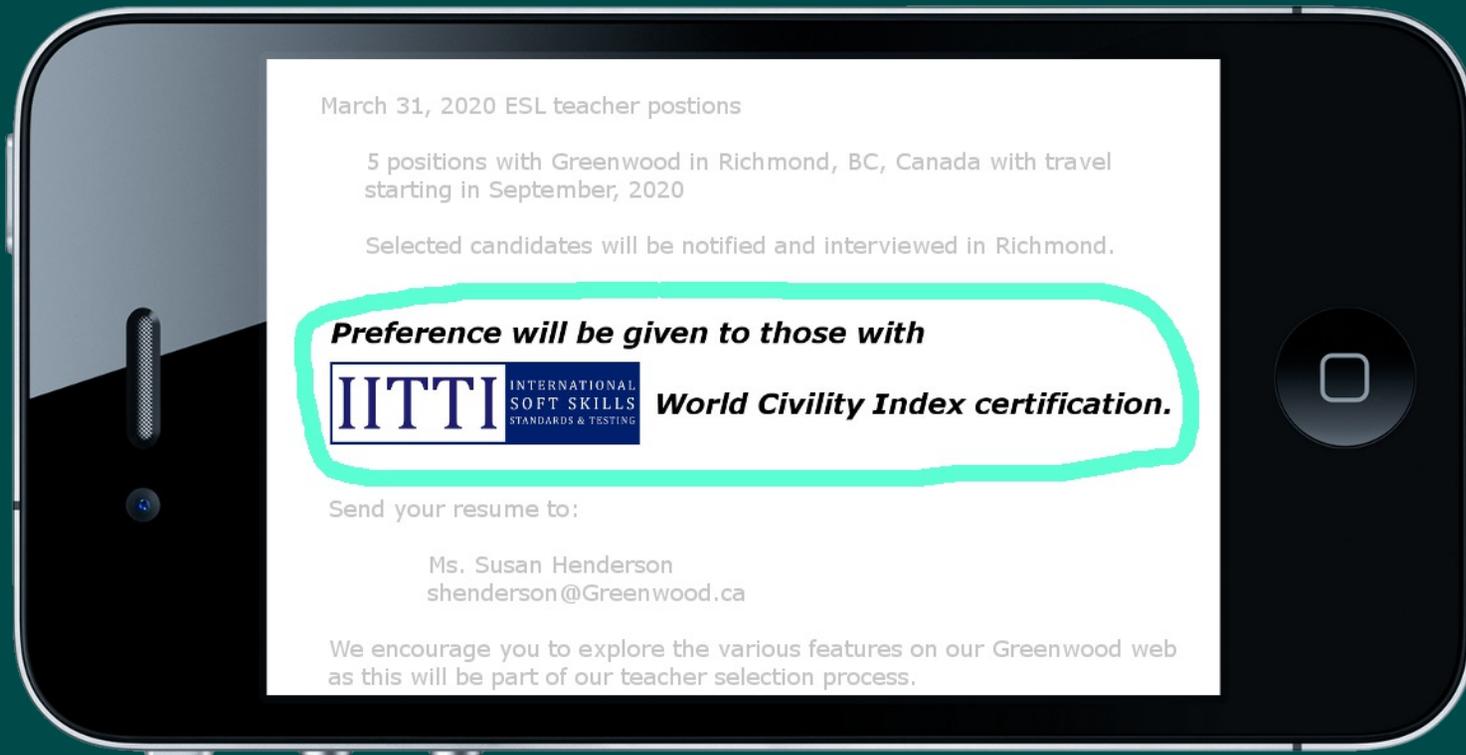
*“People frequently ask us
what the ROI of culture is.*

*Just because you
can't measure the ROI
of something doesn't mean
you shouldn't do it.*

*What's the ROI on
hugging your mom?”*

**Give
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For detail: [IITTI.org/123](https://www.iitti.org/123)

(A special link just for HR)