

## Optimize Your Brand

### Soft Skills

#### Don't Simply Catch Up, Get Ahead!

An essential aspect of optimizing your brand is professional development and training. If you recall this overused, but absolutely spot on cliché,

*"It's not what you say/do, but how you say/do it."*

That's what we're talking about here. The software makes the hardware perform at peak levels.

#### Why Do Knowledge and Soft Skills Matter?

Brand expression, specifically: image, reputation, expertise, trust, loyalty, confidence, and integrity, to name a few. How those expressions are perceived can make or break the intended response. If you or your organization are sending mixed messages or tones, it is costing you.

#### Give Value First...

On the flip side of this hand-out is a soft skills check-list to help you optimize your brand. This is a FREE resource for your business and a great first step to execute your plan.

Call our experienced team for a  
**FREE CONSULTATION**



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#### Ronald L Tanner, Principal

Bio - Leveraging a career in professional marketing and sales, Ron crafts and mobilizes grassroots and media marketing strategies to anchor business development campaigns. His versatility may be his greatest strength, as an entrepreneur, business coach, community college instructor, brand management/ business development advisor. He is a certified SCORE business counselor, co-founder and Principal of Confluence Business Advisors. Tanner's career highlights include Pulitzer, Inc. Cap Cities Communications (Disney), and Copley Newspapers. Ron advises on a spectrum of media communications, including video, digital, social, and event platforms. He also conducts professional development workshops, creates online marketing strategies and advises entrepreneurs and start-ups. He is a graduate of Southern Illinois University Edwardsville with a B.A. in Mass Communications.

Are you positioned for...



## What's NEXT

# Soft Skills Analysis

Your brand continuously expresses itself; often it does so involuntarily. Each time, someone assesses that expression. Soft skills influence that assessment and enable you to build constructive working and business relationships, or not. These skills influence emotional intelligence and are linked to each other. When fully integrated, soft skills can boost you and your company's perceived value beyond those of your competition. A great plan is only as good as its execution. Soft skills enable you to navigate unexpected challenges with confidence and control. Take a moment to evaluate yourself with the checklist below. Improving your soft skills can most certainly improve your bottom line.

### 1. Communication Skills

People with strong communication skills make all other things possible. It sets the table for building relationships that last with business partners, staff, customers, and prospects. Learning to communicate on all levels with the proper tone and message, may be the most important skill you acquire. If you spend time on nothing else, work on communication skills.

### 2. Attitude

People who are positive give others comfort. It builds self-confidence and resiliency. Business is tough and clients expect more sometimes than we have time to give. It doesn't matter and they don't care. Positive attitudes relieve stress and provide much needed balance at times when saying and doing the wrong thing could blow it all. We like people with good attitudes; we do business with people we like.

### 3. Creativity and Problem Solving

Creativity and problem-solving are highly valued skills because they are hard to develop and they can sometimes add superior value. This is a core competency of iconic entrepreneurs and community leaders. The path toward superior value is not always clear, nor is it easy. Being able to think on your feet and identify those paths give customers and teammates confidence in your ability to get the job done.

### 4. Leadership

This skill builds confidence in you and your brand in several ways. We all follow leaders because the way forward is not always clear and someone must go first and lead the way for others. When combined with a great attitude and superior communication skills, it's magnetic. Strong soft skills lead you to sustainable a book of business.

### 5. Decision-Making

Being able to make thoughtful decisions is key to getting on in life. We believe that combining the previous skills, which often go hand-in-hand, lead to thoughtful decision-making. When you are conscious of the essential roll soft skills play in your success, you learn to use each experience as a teaching moment.

### 6. Observation

Each of us has different views on the importance of soft skills and how one achieves proficiency with them. Along the way, Confluence taps many resources, in addition to our own experiences. Here's one of those perspectives where you can find out more: <https://www.skillsyouneed.com/general/soft-skills.html#ixzz4YOvp49y7>.

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