

# **SOFT SKILLS: A KEY DRIVER FOR DIGITAL TRANSFORMATION**



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# INTRODUCTION

- Technology and society are evolving faster than business can naturally adopt
  - impacting the relationship between teams, customers and organisations
- Digital transformation has become an integral part of organisations in pursuit of growth, expansion, quality and sustainability.
- Adoption of project management approach
- Crucial for a manager to know the skills required to successfully manage this “change”, i.e., digital transformation



# WHY SOFT SKILLS?

Contribution to project success i.e. reducing failures

Addressing underlying issues in team (motivation, trust etc.)

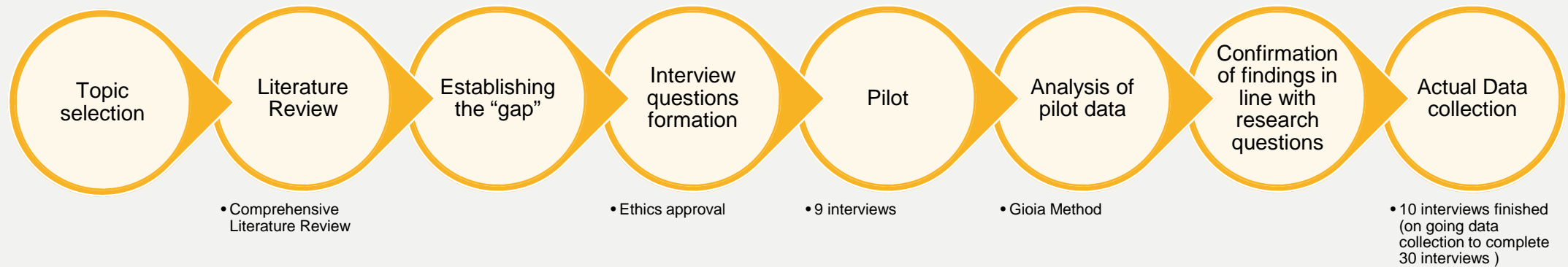
Project manager's responsibility beyond completion of project

Better management of Ambiguity, change, conflict

Team performance

“people aspect of projects”- stakeholders, team , sponsors etc.

# WORK COMPLETED THUS FAR.....



# PRELIMINARY FINDINGS

- Integration of soft skills in digital transformation is crucial
- Soft Skills have an impact on team management, team performance and thus on project success
- Soft skills work in conjunction with hard skills to increase the rate of success
- Identification of essential soft skills required for digital transformation projects
- Soft Skills motivators

# PRELIMINARY FINDINGS CONT.

## Essential Soft Skills: PM Perspective

Communication

Emotional Intelligence

Empathy

Leadership

Motivation

Resistance

Conflict Resolution

Professionalism

Negotiation

## Soft Skills Motivators

Conducive Environment

Reflection : Past Projects

Self – Assessment

Need of Environment

Communication is the Key

Team Management

New Industry/Environment

Collaboration

Mentoring

Team Members

Individual Personalities in Team

Employee Engagement

# PLANS AHEAD

Data collection

Complete data collection (30 interviews)

Data analysis

Gioia Method

Present Findings

Publications



Thank  
you!!