



# Marks & Leads™

Mark Excellence | Lead Forever

In the quest of professional excellence, technical know-how or functional knowledge is no longer the only thing that matters and it is most certainly accepted that if you don't have the necessary soft skills to go with your other qualifications; you might not be able to make it up the corporate ladder easily. Soft and conceptual skills are the kinds that are often overlooked, but these are the very qualities that can make or break your career in the big corporate world. Just a technical knowledge or educational qualification is not enough to be a deal-breaker in this competitive world anymore. Therefore, soft skill training has become compulsory for Corporate Training, which no organization can evade. With the traditional autocratic style of leadership becoming passé, corporate sectors expect their teams to be proactive and communicate positively. Experts ranging from psychologists to business and spiritual leaders, agree that soft skills have the greatest impact on the level of success.

## Soft Skills

Soft skills contrary to technical skills pinpoint on those elements of training that require changes in behavior and thinking. These skills include aptitudes in areas such as emotional Intelligence, communication skills, interpersonal skills, leadership ability, personality, attire, attitude, etiquette, logical thinking, decision making, assertiveness, self-motivation, self-discipline, etc. Soft skills are personal attributes that enhance an individual's interactions, job performance, employability and career prospects. Unlike hard skills, which tend to be specific to a certain type of task or activity, soft skills are broadly applicable. It is true that in this tough corporate world your IQ (Intelligence Quotient) is not the only thing that matters but your EQ (Emotional Quotient), your IPQ (Influence and Persuasion Quotient), your MQ (Motivation Quotient), etc. should be noticeably improved. Soft skills training therefore has been set up to meet the growing needs for soft skills & behavioral skills among students, jobseekers, employees at the entry level and at supervisory & managerial levels in the corporate sectors.



## Importance of Softskills

NASSCOM recently proclaimed that 90% graduates and 75% engineers in our country are unemployable. This is because of the lack of sufficient Soft Skills. Often, CEOs and HR personnel say that they prefer hiring people who demonstrate a high level of soft skills as such people can always be trained for the technical skills a job requires. The ever-changing impact of technology has given hard-skills-only workers a short shelf life. Studies by Stanford Research Institute and the Carnegie Mellon Foundation among Fortune 500 CEOs found that 75% of long term job success depended on people skills and only 25% on technical skills. Industries like IT, ITES, Finance, Banking, Insurance, Aviation, Telecom, Retail, Hotel, Travel & Tourism, Biotech and Pharmaceuticals have found that their people need soft skills to work effectively in cross-functional or project teams, local teams or global teams. Many organizations point out that soft skills are high in the list of requirements for global business; hence an important part of management training. They have found that softskills training make a greater impact on clients from across the world rather than a high degree of technical skills.

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"Marks & Leads" is an organised and comprehensive training solution provider that offers all there is to know about soft skills to not only Corporate clients but also to students of Colleges & Universities so that they can enter the work field equipped with all the soft skills training they would ever need.

Our training courses are built in a way that they include all the features that any corporate training involves and would impart valuable lessons to help in placement procedures as well. Our course supports individuals in building their confidence and skills which in turn will give them the confidence to go after their jobs. This training program has been developed to deliver knowledge and skills required for the participants to enhance their employability and to effectively take on their corporate life. With our courses, you will find, that they will surely help you build your confidence as well as your skill-sets in not only going after the job of your dreams but also in making sure that you are amongst the most valued employees in your current organisation.

ABOUT US



## Trainings at Marks & Leads

We at Marks & Leads have various soft skills training modules. These modules help in changing the attitude, behavior, understanding and personality of the employees and making them more sensitive to each other, their work, interactions with customers and thereby helping in the growth of the company. You can be certain, that at the end of the course, all your fears of interaction will disappear and your 'people-skills' will improve in great degrees helping you to shape up a new confidence for yourself to last you a lifetime. Our training programs are usually designed and developed based on analysis of training needs. We offer customized training solutions that will enhance the performance of the participants and give



high return on their training investments. We have a unique training methodology called SAVI (Somatic, Auditory, Visual, Intellectual). We use a combination of case studies, role plays, puzzles, motivational incidents, games, activities and audio-video clips along with power point presentations. After completion of the Training, the participants will find themselves a great deal more content and productive. We have dedicated and experienced softskills and corporate trainers with strong professional background. We also have high level corporate professionals as guest trainers.

- SoftSkills
- Interpersonal skills
- Communication skills
- Personal Grooming & Body language
- Interview skills & preparation
- Group Discussion
- Winning Personality
- Winning attitude
- Leadership skills
- Team Building
- Assertiveness
- Motivation
- Stress Management
- Time management
- Customer service
- Negotiation skills
- Logical thinking
- Emotional Intelligence
- Conflict resolution skills
- Creative problem solving
- Sales & Marketing skills
- Work life balance for higher performances
- Presentation skills
- Professional ethics
- Business etiquettes
- Telephone etiquettes
- Finishing School (Campus to Corporate).

TRAINING MODULES



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