

JUNE 2026 CALENDAR

Why Employers Value Soft Skills More Than Ever

In today's workforce, technical skills and experience are important, but employers are increasingly looking for something more: strong soft skills.

Soft skills are the personal qualities and habits that help people work well with others, adapt to challenges, and succeed in the workplace. In many cases, employers say these skills are just as important as job-specific knowledge because they contribute to a positive work environment and long-term success.

Some of the most in-demand soft skills include:

- Communication
- Reliability and dependability
- Teamwork
- Problem-solving
- Adaptability
- Time management
- Customer service
- Professionalism



As workplaces continue to evolve, employees are often expected to learn new systems, adjust to changing responsibilities, and collaborate with a variety of people. Employers value individuals who are flexible, willing to learn, and able to maintain a positive attitude during change.

Communication skills are especially important in nearly every industry. Whether speaking with customers, coworkers, supervisors, or clients, being able to listen, ask questions, and communicate clearly can make a big difference. Employers also appreciate workers who show initiative, stay organized, and arrive prepared and on time. Another key skill employers look for is teamwork. Most jobs require employees to work with others in some capacity, and organizations rely on staff who can cooperate, contribute ideas, and support their teams. Even in highly technical positions, the ability to work effectively with others often helps employees stand out. The good news is that soft skills can be developed and strengthened over time. Participating in workshops, practicing interview skills, volunteering, networking, and gaining work experience can all help build confidence and improve workplace readiness.

At MassHire Holyoke Career Center, we are committed to helping job seekers strengthen both technical and professional skills through workshops, career services, and employment resources. Whether you are entering the workforce for the first time, returning after a break, or exploring a career change, investing in your soft skills can help open doors to new opportunities. This summer, take time to invest in yourself, because sometimes the skills that matter most are the ones you bring to every job.



Don't Miss Our "Hot Dog for Hot" Jobs Job Fair!
Friday, June 12, 2026 / 11:00am—2:00pm
Heritage State Park, 221 Appleton Street, Holyoke MA

MassHire Holyoke
STEAM Building
208 Race Street
Holyoke, MA 01040
Phone: 413-532-4900
masshireholyoke.org



Hours of Operation
Mon. 9:00-4:30
Tues. 9:00-4:30
Wed. 9:00-4:30
Thurs. 10:00-4:30
Fri. 9:00-4:30