

## How to Identify & Coach on the Most Effective Soft Skills

Myra Golden  
Long-Time Customer Service & De-escalation Expert

**Those with strong emotional intelligence can deliver bad news confidently, control calls easily, and prevent escalation.**

*“You know how to take a reservation. You don’t know how to keep a reservation.”*

## Five of the Most Underutilized Soft Skills

Based on insights from over 170 million calls

### THE 5 MOST UNDERUTILIZED SOFT SKILLS

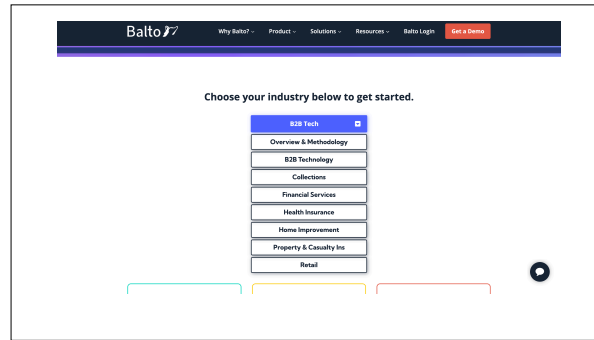
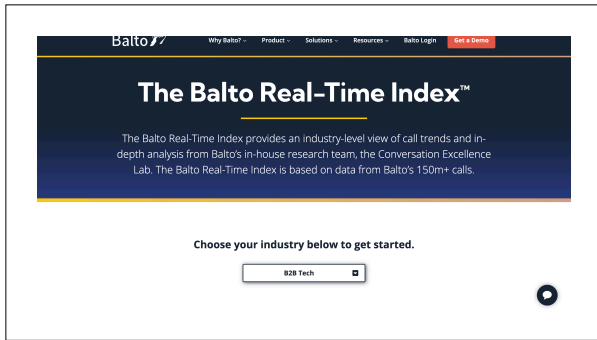
WHEN YOU GET THESE RIGHT, THE CUSTOMER EXPERIENCE WILL BE GREAT.

**Urgency**  
**Agreeability**  
**Empathy**  
**Active Listening**

### THE 5 MOST UNDERUTILIZED SOFT SKILLS

WHEN YOU GET THESE RIGHT, THE CUSTOMER EXPERIENCE WILL BE GREAT.

**Urgency**  
**Agreeability**  
**Empathy**  
**Active Listening**  
**Recap**



**You know the skills. The key is to coach the behaviors.**

**What are the reasons why employees don't practice the top soft skills?**



**I'll break down three ways to coach the most underutilized soft skills.**

## Technique #1

# Easy 2-Step Framework for Coaching Soft Skills

## 2-STEP FRAMEWORK FOR COACHING

**Step 1:** What I appreciate about \_\_\_\_\_ is

**Step 2:** One thing I'd like you to work on is\_\_

## 2-STEP FRAMEWORK FOR COACHING

**Step 1:** *What I appreciate about how you handled this customer is that you redirected the aggression and guided the customer to the next steps.*

## 2-STEP FRAMEWORK FOR COACHING

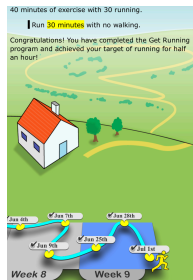
**Step 2:** *One thing I'd like you to work on is conveying a sense of empathy. The customer escalated, and you had to redirect the intensity because you didn't link the communication chain and show empathy, as Myra taught us in training last month. Can you think of something you could have said to show empathy?*

## Technique #2

# Consistently coach in easy-to-apply steps.

## How I went from the couch to running a half-marathon

## Couch to 5K



Coaching Based on S.M.A.R.T.

**S.M.A.R.T.  
Goal Setting**

**Specific  
Measurable  
Attainable  
Relevant  
Time-bounded**

## Technique #3

# Coach through Questions

## COACH THROUGH QUESTIONS

- 1. Ask a question.**
- 2. Listen to the answer.**
- 3. Repeat steps 1 & 2.**
- 4. Offer support as needed.**

## GOOD THINGS HAPPEN

WHEN YOU ADOPT & APPLY THESE TECHNIQUES

Knowing the Top 5 underutilized skills positions you to prepare proactively for your team's development.

## GOOD THINGS HAPPEN

WHEN YOU ADOPT & APPLY THESE TECHNIQUES

Knowing the Top 5 underutilized skills positions you to prepare proactively for your team's development.

Understanding why employees don't apply the crucial skills precisely aims your coaching.

The easy 2-Step framework gives a straightforward conversation approach to coaching performance.

Guiding employees with prompts will be like me going from the couch to a 5K and, ultimately, a half-marathon.

The 9 Steps Coaching Model simplifies coaching all soft skills.

## Q&A



Use the **Q&A button** on your screen to submit questions.

**Thank you for joining us today!**

To learn more about Balto, visit [balto.ai](https://balto.ai)

Balto 